Vol. X, No. 12 December, 1934

66

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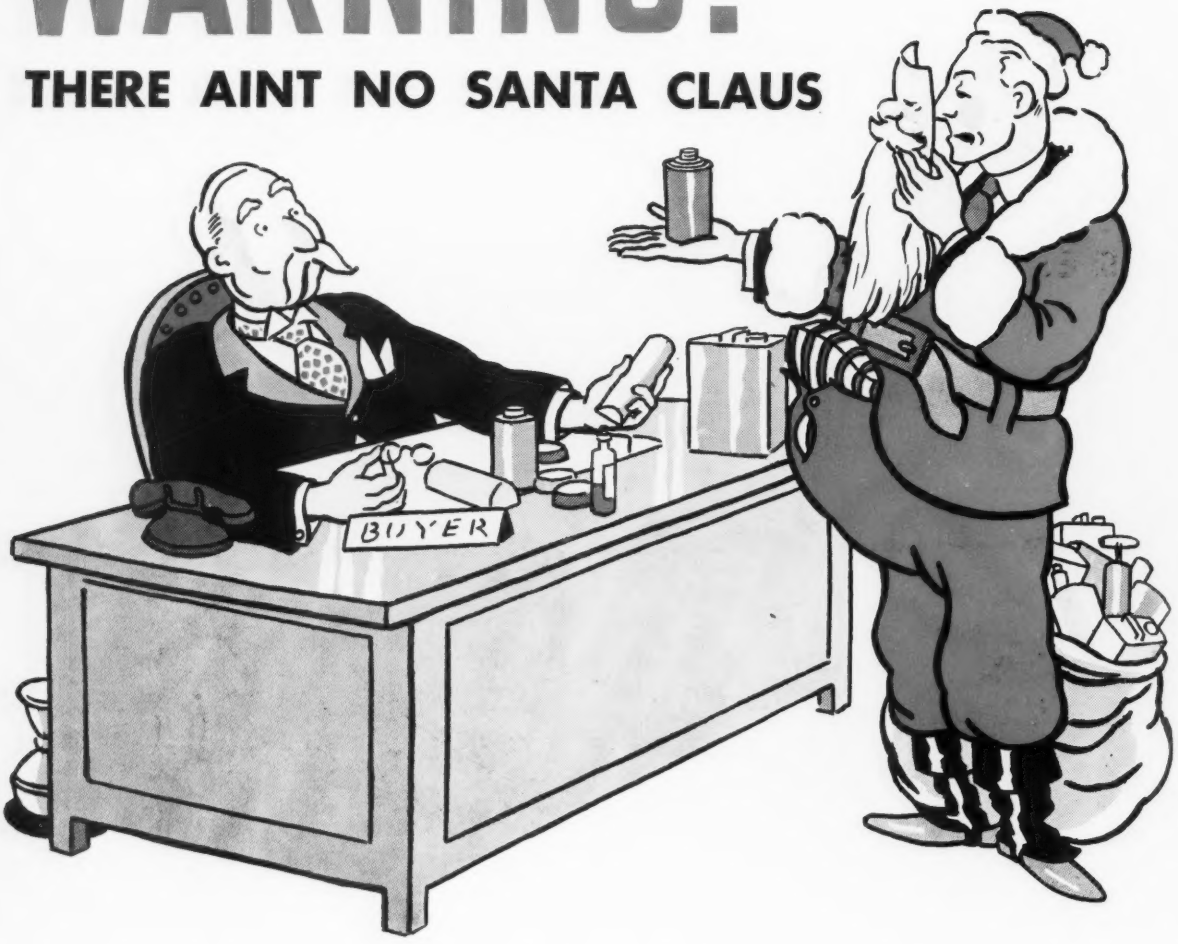

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SOAP

Reg. U. S. Patent Office

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Number 12

December, 1934

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NRA CODE GRAPHIC ARTS INDUSTRY 1934

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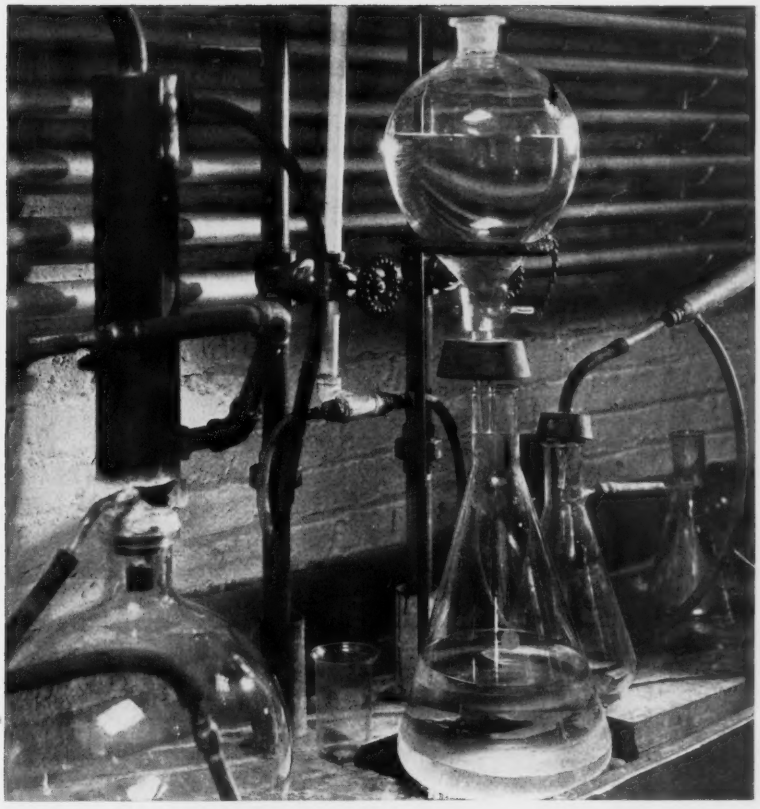

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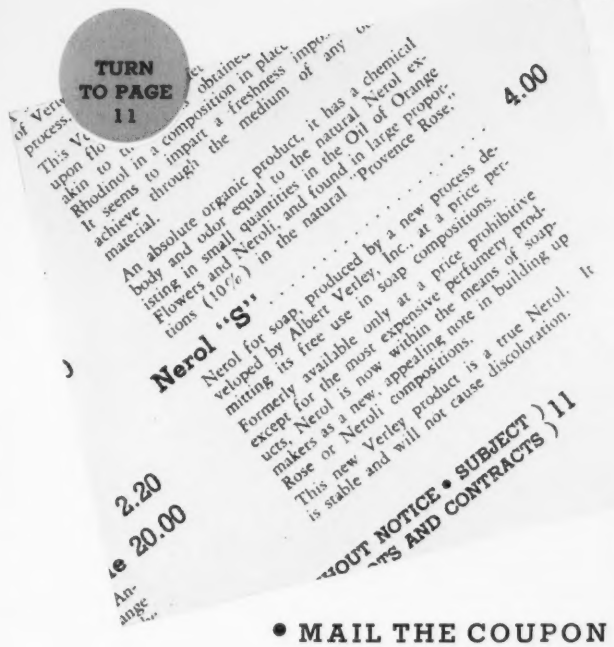

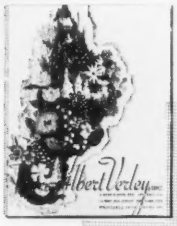

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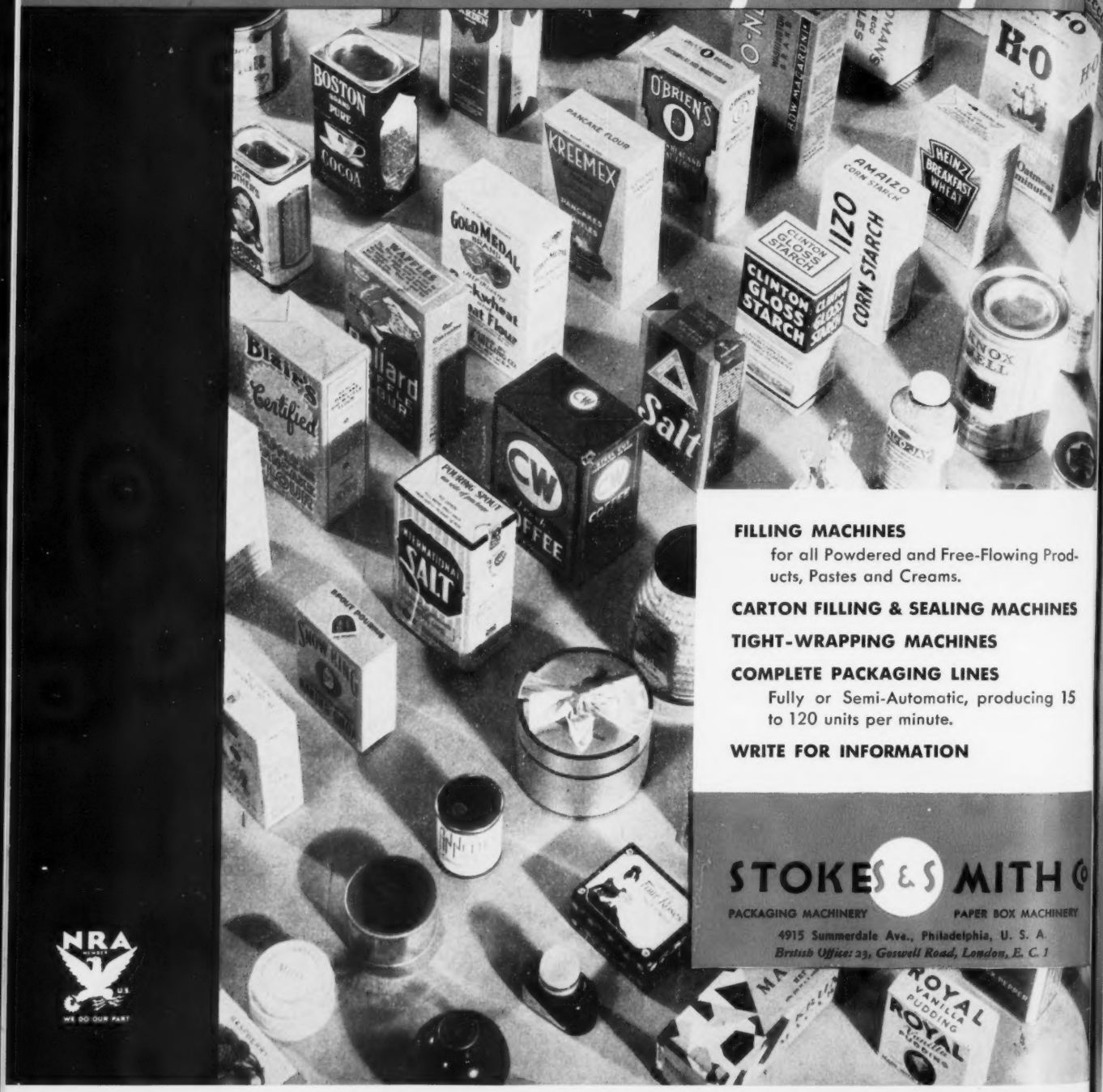

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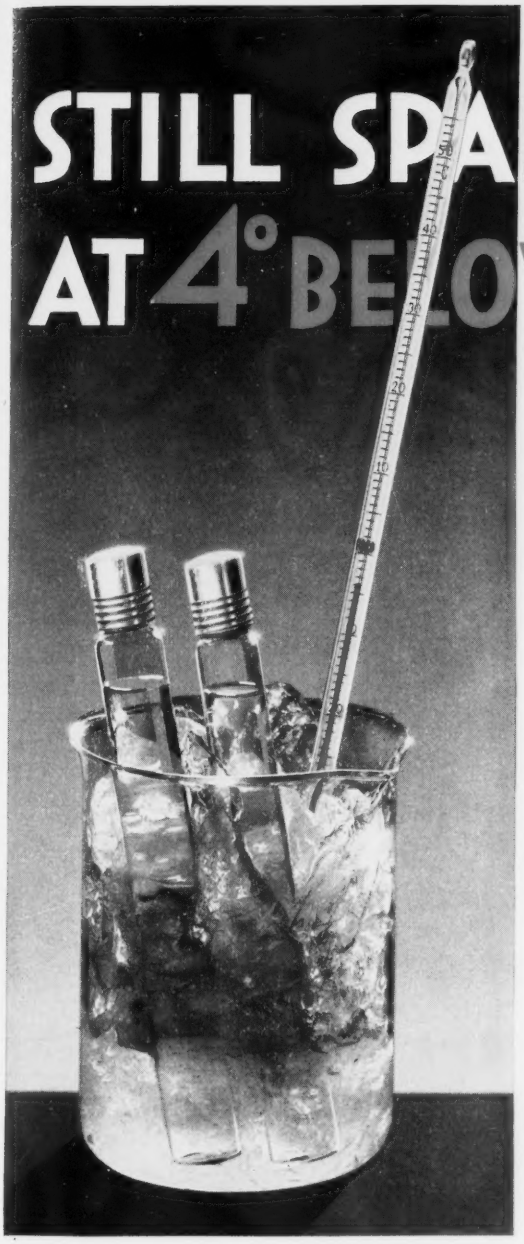

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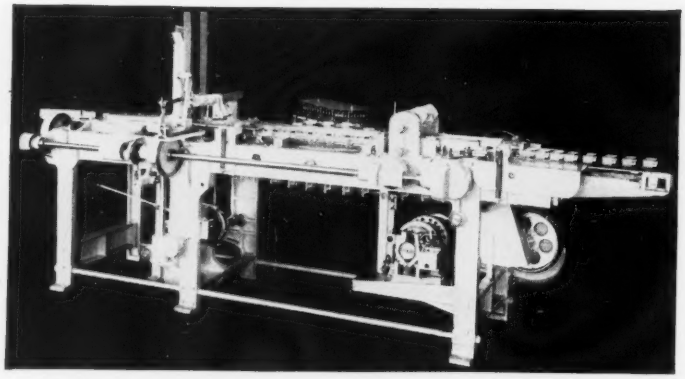

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SOAP

Volume Ten Number Twelve

EDITORIAL

SOAP manufacturers are viewing technical developments in the textile industry with grave concern, we read in a recent issue of a textile publication. For years, the textile industry has been one of the largest industrial outlets for soap. Little by little, the textile channel is being closed to soap manufacturers while the consumption of non-saponaceous detergents increases. Whether the fibre be wool, cotton or silk, its washing with soap in the mill has the same drawback,—the insolubility of lime and magnesia soaps, and the instability of soaps in the presence of acids. Today with a number of the newer textile detergents, it is possible to wash fibres in the presence of lime salts or in a solution of mineral acid without dissipating the washing power of the detergent.

That the newer products have made unusual headway in textile processing is quite apparent. All the way from the sulfonated oils, the naphthenic acid derivatives, the fatty alcohol sulfates through to the complex proprietary products, great progress has been made in the non-saponaceous scouring of textiles. Research in the use of acid soaps and with nascent soaps made in the scouring process, is also disquieting to the soap maker.

However, there still remains something to be said on the other side. In spite of much which has been said, the detergent powers of some of the non-saponaceous products are not always what they might be. Then, there is the matter of cost. Soap is still an extremely cheap detergent in the textile industry or elsewhere. In most cases of the newer products, their cost compared to soap is still out of the competitive range, even though their superiority is acknowledged.

The conclusion is quite evident that scientific advances in detergents for textile processing are going to continue and that they will be made at the expense of the manufacturer of the old line soaps. A level of fat prices materially higher than they are today resulting in higher soap prices would tend to accelerate the advance of the new products. That soap is eventually going to lose much of its textile market is a fact to which we believe most forward looking soap makers have more or less become reconciled.

—♦—

FROM a manufacturer in the middle west comes a communication asking for ways and means to reduce his costs on liquid soaps so that he can "compete with others in this territory who undersell us sharply and still seem to make a profit." This same question has been placed before us on numerous previous occasions. Our answer is that no secret magic in liquid soap manufacture exists. Anhydrous soap which is present in a finished liquid soap is not plucked out of thin air by a secret formula. The best known manufacturers of potash soaps whose products have the reputation for highest quality, are probably the firms who have the highest costs. They must spend more for better grade raw materials and for more exacting methods of manufacture. They must and do get better prices for their finished soaps.

If all that our friend of the middle west desires is to cut his costs irrespective of all other considerations, there are a dozen tricks he can use. But what reputable manufacturer wants to use them? We know that this manufacturer, for one, does not. If he finds his competition selling too low, it is our guess that the competitors do not know their real costs or else they

are just not delivering the goods. If he wants to continue to make high quality liquid soaps, he most certainly cannot compete in price with off-quality, low grade soaps of questionable origin. Some day, probably many years hence when buyers are all educated, they will know that in liquid soap, as in everything else, we usually get just about what we pay for.

—♦—

THE Reconstruction Finance Corporation seems to be somewhat shy on loan business. Last month, a form letter was sent out stating that industries in need of funds were not making full use of the facilities of the Corporation. It seems that industrial concerns may borrow up to a half-million each provided the firms were established before the first of 1934, are solvent, and can offer adequate security. May be some soapers who are ambitious to expand and employ more labor, and who can put up the necessary "adequate security" will now be wanting to make a call on the R.F.C. Particular attention is called to the fact that "frozen" assets from which the banks are known to shy away, might be classified as "adequate security" by the R.F.C.

—♦—

DURING the past month, we have heard less and less about the three-cent excise tax on coconut oil and other imported oils. How many companies are paying their tax and how many are not, we do not know. But, the excitement seems to have died down as those who opposed the tax most bitterly, apparently become reconciled to it. Some soap makers, especially among the liquid soap producers, seem to be almost happy with the tax in the thought that it must be terribly annoying to their competitors.

—♦—

FROM Durban, South Africa, there went a letter to the *Soap, Perfumery & Cosmetics Trade Review* of London which letter refutes in a rather amusing way the hackneyed saying, "The customer is always right". It seems that a soap manufacturer of that city in South Africa, rather annoyed at the expressions of opinion of certain people about the quality of this or that soap, undertook to prove that the average person knows extremely little about the quality of any soap which he or she may use. He used as a base for his test soap ordinary brown laundry bar soap. He worked in a rather large amount of perfume and stamped out the cakes with an old die. He then distributed the soap among the people mentioned above, representing it to be a high priced, imported product. The soap met full approval in odor, lather, and general quality, eliciting many remarks of praise. He then told each and every one of the "experts" the horrible truth.

The implication is quite obvious. He maintains that few people know a good or bad bar of soap when they use one, and that the customer, instead of being always right, when it comes to soap, is a terrible ignoramus. In this conclusion, we concur. After studying the public reaction for some years in the matter of toilet soaps, we believe that the public knows next to nothing about soap, that an agreeable perfume is more important than the quality of the soap itself, and that the wide improvement in toilet soaps generally over the past two decades has been almost akin to throwing pearls to swine.

—♦—

THE soap industry stands almost unanimous in paying its code assessments to date. A few smaller firms have not paid as yet, according to the Code Authority, but there is reason to believe that these companies will pay their assessment in the near future. On the first of this month, over 97 per cent of the industry had paid up. We do not know anything about the records for code assessment payments, but we will gamble that for an industry as large as soap manufacture, there are very few others which can match this one.

—♦—

ON the whole, the soap industry seems to be remarkably free from a shifting about of employes from one company to another. A small labor turnover is usually evidence of good working conditions.

NOTICE

SOAP has moved its publication and editorial offices to 254 West 31st Street, New York. All correspondence, advertising copy, subscriptions, etc., should hereafter be sent to this address.

MacNair-Dorland Company,
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New York, N. Y.

The Trend in
SHAVE PRODUCTS

By C. A. TYLER, Ph.D.

ALTHOUGH shaving preparations form a part of every man's toilet equipment, his reaction toward them as a class may be agreeable or disagreeable. To some men shaving is merely a nuisance, to others it may be a painful operation, while to still others it may be a rather pleasant and refreshing procedure. In order to compare critically the various materials used for shaving, we must first examine the fundamental problem of what shaving is, and what are the variables concerned.

The problem possesses all of the delightful complexity of a biological enigma because one of the factors always concerned is a human being. The desired end is the removal of a growth of hair of varying weight and length. The variations in stiffness or size of the hairs to be shaved is in itself enough to grey the hair of a score of chemists working on shaving preparations. Superimpose on this the further factor that some skins are oily and others are dry, which means that some beards are heavily coated with natural oil, and others but lightly coated. Consider the diversity of types of razors used for the shaving operation, not to mention their degrees of sharpness or perhaps to be strictly accurate, their degrees of dullness. Add to this, the variable temperature of the "hot" water employed, and we have the problem.

Tending toward simplicity, we may say all that is necessary is to soften the beard and shave it off. Practically, any good barber occasionally does minor amounts of shaving with no other preparation than hot water, but of course he uses a sharp razor. It is axiomatic that the razor will perform more easily if the beard is softened. From the known wetting properties of soap solution, it follows that this will wet and therefore soften the beard more effectively than hot water. So far, we have shown no particular reason for a lather, since this function should be performed by ordinary soapy water. The brushless shaving preparations provide for this softening by just that method.—"First wash the face well with soap and water." This exercises the same function as going over the face with a lather type of cream. Incidentally time is a very important factor technically, not the time of the shaver in shaving, but rather time to permit the beard to become wet and therefore softened.

Anyone who has shaved in camp with ordinary toilet soap and frequently with cold water knows that the lather must have an important purpose. This is usually explained as being present to furnish a stiff matrix to

hold the bristles at right angles to the skin so that they can be mown off sharply. In connection with this, we must not forget that some pressure is applied to the razor and that the point at which the undesirable growth of keratin is severed is usually slightly below the normal surface of the skin. For this purpose some shaving creams claim to give a more dense and finer bubble lather. Theoretically the brushless shave preparations should hold the bristles more firmly upright and therefore, providing they have been well softened, should give the closest and best shave. Like many theoretical conclusions that is only true part of the time, probably because the efficiency in the wetting of the beard by soap lather is greater than that of washing the face with soap and water. Also the lather is applied hot and the brushless material is applied cold.

After wandering through this maze of technicalities, rather than trying to arrive at a technical conclusion, we will give the consensus of opinion of a considerable number of shavers, which is that the brushless shave is more satisfactory for a very light beard and the soap forms, such as cake, cream and liquid are more satisfactory for heavy beards. Those falling in between pay their money and take their choice. Technically it seems to be indicated that the best shave would be obtained by building up a heavy, hot lather, washing it off, and applying the brushless preparation before shaving. This is, of course, too troublesome to be recommended, which is to say that each type has merits and both are a long, long way from ideal.

Rather new in the field are such preparations as beard-softening products. Women often use half a dozen different kinds of toilet preparations on their faces. It is quite possible that the same principle can be applied to a less degree to the needs of men, in order to make the shaving process more satisfactory and more comfortable. Pre-treatment with a special lotion may be recommended to men who possess stiff beards and a tender skin. The usual procedure in shaving is to wet the face first with water or with soap and water, no matter what type of soap or cream is to be used. Some authorities state that after the face is wet with water, other preparations are applied solely as a means of keeping the water on the face. The foam formed merely serves to prevent the evaporation of the water, which is the agent that actually wets and softens the beard. The beard-softening lotions are therefore applied in place

of plain water or soap and water. Such preparations are being offered in the form of both creams and lotions. It is probable that the latter will prove to be the more popular as it interferes less with the later application of shaving cream.

These lotions are mostly water, that is, 80 to 90 per cent, with small amounts of wetting and softening agents added. The wetting agent is usually a potassium soap and glycerin, although various modifications have been developed. Instead of soap, sodium lauryl sulfate may be used as wetting agent. This avoids the hydrolysis alkalinity of soap solution, as sodium lauryl sulfate in solution gives a pH of about 7.5. Alkali is especially to be avoided in shaving preparations, not only because it is in contact with the skin for a longer time than is soap in the ordinary washing process, but it is in contact with the skin when it is most subject to irritation.

Shaving cannot be accomplished without some abrasion of the skin, and usually some minor cuts from the razor. Any skin-irritating ingredients are naturally more

objectionable under such conditions. Triethanolamine soap may also be used in order to avoid the hydrolysis alkalinity from potassium soap. Compared with caustic potash or caustic soda, triethanolamine is an exceedingly weak alkali. Its solution gives a pH in the neighborhood of that of trisodium phosphate, between 10 and 11. A neutral triethanolamine soap, that is one containing neither excess alkali nor excess fatty acid, gives a pH of about 8. The soap concentration used in these lotions varies from 3 to 7 per cent. The glycerin present has a soothing and softening effect, illustrated by the fact that it is one of the important ingredients in lotions for chapped hands. Other ingredients sometimes added are borax, which acts as a preservative, and alcohol, which serves as a perfume solvent.

AT THE present time, shaving creams form the most important group of shaving products. They owe their popularity to their physical form, since they are somewhat simpler to use than the cake or stick which they have largely replaced. The product is essentially a soap with a fairly high water content in order to give it the paste form. It always contains excess stearic acid. The major part of the soap base is stearic acid, with coconut oil, palm kernel oil, olive oil, etc., added to produce a more copious foam. The water content varies from 30 to 40 per cent according to the consistency desired. Excess stearic acid reduces the pH. The tendency to develop rancidity due to superfatting has to be dealt with. The fats are usually saponified with caustic potash, although a small proportion of caustic soda can be combined with this. The soap content is about 50 per cent.

Other ingredients vary, according to the originality and ingenuity of the manufacturer. Glycerin is ordinarily present to the extent of 5 to 7 per cent. Glycerin helps to maintain the consistency of the cream. Since it is hygroscopic, it absorbs moisture from the air and aids in preventing the cream from drying out. A small amount of sodium lauryl sulfate may be used to increase wetting action and volume of foam. Lecithin, sodium cholate, or triethanolamine soap also increase wetting power, but their use is restricted by price considerations, particularly sodium cholate, which costs several dollars a pound. One or two per cent of boric acid is sometimes used. Cetyl alcohol may be included to decrease the size of bubbles formed, thus increasing the density of the lather.

A certain patented cream contains 60 parts of soap, 20 parts of a solution of sodium alginate, 20 parts of talc and 20 parts of water. Alginic acid is an organic acid obtained from a seaweed. Its useful properties are that it is an emulsifying agent and that it increases the firmness and stability of the foam. A solution of this or of its sodium or potassium salt is highly viscous. The use of talc in shaving creams is patented separately by the same person. It is claimed to leave the skin in a velvety condition. By this method it is supposed to be applied to the skin with the lathering material instead of later as a powder.

A successful commercial product contains 35 per cent of a mixture of sodium stearate with soda coconut oil soap, 5 per cent of free fatty matter, 5 per cent of borax, 1 per cent of sodium metasilicate, and 16 per cent of glycerin. It is unusual to use sodium soap entirely. The proportions are therefore out of line with the more customary potassium-soap products. The soap content is low and the glycerin content high. Borax acts as a preservative for free stearic acid. The amount of stearic acid is sufficient to neutralize the hydrolysis alkali from the soap and the metasilicate, and still be in excess.

Sometimes a small amount of a particular ingredient is added solely for patent purposes. Such a patented shaving cream offers the selling point that it contains a special ingredient protected by patent, which no other manufacturers are permitted to use. The implication is that this product is a unique invention and therefore superior to competitive products. The advertising matter does not necessarily state what the particular ingredient is or what specific purpose it serves, if any.

Usually 0.5 to 1.0 per cent of perfume is used in these products. The appearance and even the behavior of a shaving cream may not vary much from one brand to another, but the matter of perfuming offers an opportunity to individualize the product. Therefore the aim is to get a distinctive odor and at the same time one that

(*Turn to Page 63*)

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Plant at BARBERTON, OHIO

The first Lever soap works at Warrington, England, as it looked in 1887. The original factory built in 1885 is the large building on the left. The three smaller buildings in the center represent the first extension, and the two larger buildings on the right, the second extension. The output of this plant in 1885 was twenty tons a week. In 1887, it was 540 tons weekly.

Developments in the BRITISH SOAP INDUSTRY

THE soap industry has undergone a long period of development in Great Britain. The first English soapmaker lived in Bristol toward the end of the twelfth century. One of the oldest soap companies still existing is that of John G. Rathborne, Ltd., whose soap works were established in 1488, four years before Columbus discovered America. The company is now associated with Lever Brothers, Ltd.

One cannot go very far in discussing the British soap industry before mentioning Lever Brothers. In 1886, William H. Lever, who later became the first Lord Leverhulme, began soapmaking. The years have proved that William Lever was a man of great vision. It was his ambition to make his business as independent as possible of outside sources of raw materials. He began to achieve this ambition when Lever Brothers acquired 300,000 acres in the British Solomon Islands northeast of Australia for the cultivation of the coconut palm. In addition to these plantations, a concession was obtained from the Belgian government for the development of nearly two million acres of the Belgian Congo in central Africa. Here palm plantations have been developed and mills and refineries installed.

Lever Brothers have another source of raw material, since they own the southern Whaling and Sealing Company. Their whaling fleet brings them direct supplies of whale oil, although they buy additional oil from other sources. Other raw materials are gathered from every corner of the globe. Tallow is brought mainly from Australia and South America, cottonseed oil from Egypt and the United States, soy bean oil from China, olive oil from Italy, and peanut oil from the African Gold Coast and Nigeria. Incidentally, the British name for peanut oil is groundnut oil or monkey nut oil.

To transport all this raw material, as well as merchandise, Lever Brothers have a fleet of over 200 vessels. In 1931 a new dock was opened at Port Sunlight, home of the Lever works. It is called the Bromborough Dock and is one of the largest private docks in the world. It cost over $5,000,000 to build. Oils are brought in by steamer, or steam tank-barges, and pumped from them into the works at the rate of over a hundred tons an hour.

To go back a bit, William H. Lever first started to make soap in 1886 in a small factory in Warrington. In two years he had established his own brand, Sunlight Soap, as the largest seller of any brand in the world. He was able to make only 20 tons a week in his small factory, so he purchased a new site, and in 1888 built a factory at Port Sunlight on the River Mersey. For

many years they have been able to turn out four thousand tons of soap a week at this plant. The village of Port Sunlight now houses a population of 6,000. Conditions there are excellent, as William H. Lever was one of the pioneers in improving industrial, housing and social conditions for labor. The village has its own hospital, an inn, and several clubs representing various activities and interests.

Possibly some confusion exists in some minds as to the connection between Lever Brothers and Unilever, Ltd. The latter is not a manufacturing company but a holding company combining the interests of Lever Brothers with those of the Margarine Union. Before this combination took place, both Lever Brothers and the Margarine Union had gradually amalgamated with many different companies, so that the present organization consists of several hundred associated companies. Their activities include not only soap and glycerine manufacture, but also candle making, seed crushing, cattle-cake making, oil refining, the manufacture of margarine and other edible fats, whaling, fishing and fish distribution, the canning of food, and the supplying of raw materials for the production of the manufactured products mentioned.

The expansion of Lever Brothers began by the acquisition of other British soap plants from time to time. They took over Hudson's, Gossage, Joseph Crosfield and Sons, A. and F. Pears, and other well-known soap companies. In addition to this sort of growth, they established soap factories after the World War in Belgium, Denmark, Finland, Italy, France, Germany, Norway, Switzerland, Holland, Sweden, Austria, Canada, the United States, the Argentine, Brazil, South Africa, West Africa, Australia, New Zealand, India and China.

On a recent visit to Unilever House the author inquired as to the newer developments in the industry in England. By way of explanation, Unilever House is a huge office building in the heart of London, built, owned and occupied by Unilever, Ltd. The reply was that a broad development in soap manufacture is the tendency toward anhydrous powders. During the last few years, a representative soap has changed from a content of 43 per cent of fatty acids to a content of 64 per cent of fatty acids. New soap powders which are being well received in England contain mixtures of soap with sodium perborate as a bleaching agent.

Lever Brothers maintain research laboratories at Port Sunlight and elsewhere for the development of new products, to improve and cheapen existing products, and to carry out fundamental research into the nature and structure of soap. A laboratory for practical experimentation is conducted by the British Launderers' Research Association. This corresponds somewhat to the experimental laboratory of the Laundryowners' National Association in this country, except that the British organization receives a government grant. The British laboratory employs from 15 to 20 chemists. This laboratory issues bulletins, gives advice on laundry practice, and recommends specific conditions and washroom formulas.

ORDINARY bar soap was used mostly in England until after the war, when white perfumed soap came into more general demand. The policy of Lever was to develop one soap at a time. When it was well established, a new one could be started. After Sunlight Soap, appeared Lifebuoy, which sells at the present time for threepence, or 3 pence a cake. It is advertised by cartoons, use of the expression "B. O." and similar methods used to advertise the same product in this country. After Lifebuoy came Lux toilet soap which also sells for 3 pence. It is advertised in Great Britain, as here, through the endorsement of film stars. Other priced toilet soaps are also sold, such as Eve, for 2 pence a cake, and Erasmic for 6 pence a cake. Pears' soap is one of the best known and most widely distributed toilet soaps in the world. It was first made in 1789 by Andrew Pears, so has been before the public nearly 150 years. It sells in England for about the equivalent of 9 cents a cake.

Alkali used with soap in the laundry is mostly soda ash. No trisodium phosphate is used. Laundry products are introduced by means of circular letters mailed to the laundryowner. For example, "Laundola" is announced in a letter as a new all-purpose detergent, guaranteed to contain 88 per cent pure soap. It produces a powerful lather at all temperatures. The price is about 10 dollars a hundred pounds, net. A card is enclosed with this first letter which offers one hundred weight free with a trial purchase of a hundred pounds. A second circular letter emphasizes the points made in the first letter, and offers to send a free sample for testing. The third letter is a general reminder, with the offer of a free sample repeated. A fourth letter includes a stamped addressed post card, emphasizes the soap content and efficient cleansing at all temperatures, and suggests that many laundrymen have stamped it with their approval. An advertisement of the product carries an offer of advice by experts on washroom troubles.

"Symbol" has been merchandised in the same way. It is a built soap which is said to act quickly and which is more economical than other washing mediums. This letter offers a free test of the product. A follow-up letter quotes a satisfied user of Symbol and repeats the offer of a free test. Third and fourth letters are also sent to those who have ignored the preceding ones. The fourth letter only encloses a post card to enable the laundryman to request a free demonstration with a minimum of effort. An advertisement of the product carries a letter of endorsement from a laundryowner.

Another new product "Soaplets," it introduced similarly. The first letter states that there are approximately 2,000,000 separate shreds per pound, each shred consisting of pure soap which dissolves and is ready for work in a matter of seconds. It is recommended for use with white work. An offer is made to send 14 pounds of "Soaplets"

free. A second letter points out that the quick solubility of the product will save time and steam. The same offer is repeated. A third letter encloses a stamped addressed post card, and a fourth is simply a follow-up. An advertisement emphasizes that it takes only 32 seconds to dissolve a teaspoonful of soap completely in one pint of water heated to 120° F., and a seven-pound sample is offered free.

ALTHOUGH Levers continue to dominate the British soap market, the invasion of American soap makers, chiefly Procter & Gamble and Colgate-Palmolive-Peet with recently-built plants, makes them increasingly important factors in that market. In 1933, both of these American firms built new and modern plants in England. P. & G. took over the well known Thomas Hedley & Co., Ltd. and built a factory which was heralded as the most modern thing in the way of a soap factory ever built, and said to surpass anything in England or on the Continent. This was a parallel case to the Levers building their model soap plant at Hammond, Indiana, which was also heralded as far ahead of any other plant in the United States.

Colgate-Palmolive-Peet, who prior to 1933 had manufactured Palmolive Soap for the English market in Canada and shipped it overseas, is now manufacturing the soap at its new plant on the banks of the Thames and selling it at a price to compete with Lux of Levers. Coincident with the activities of C-P-P and P. & G. in England, there has come to that market during the past year or so a veritable profusion of low-priced but unusually high quality toilet soaps. As the American market has never seen such an array of fine soaps for five-cents per bar as it has for the past year, so has England found any number of toilet soaps of both nationally-known and private brands at two and three pence per bar. The turn to toilet soap in England, away from the all-purpose bar, has been just as pronounced as in the States. Unquestionably, wide advertising and low prices have been almost wholly responsible for the expansion in toilet soap consumption.

General merchandising by both British and American soapers in the English market has been pretty much the same as in the United States. Similar types of products have apparently brought the same kind of advertising and selling. The same advertising ideas and slogans which sell soap in one country, seem to sell it in the other. The same objections to the sales policies of manufacturers,—special deals are in mind at the moment,—come from the retail dealers of both countries.

Although less is heard of it, and overshadowed perhaps by the gigantic Lever enterprises and the newer advent of the American companies in the market, there

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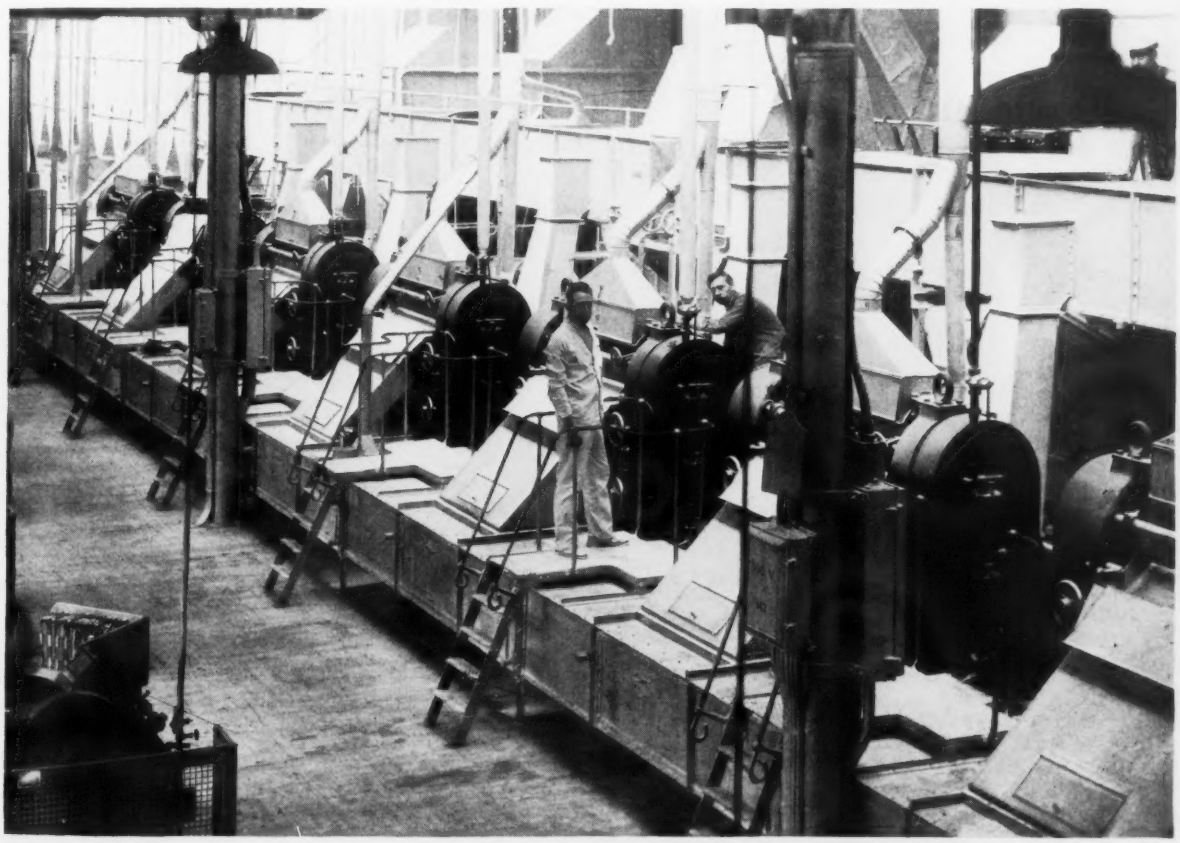

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THIS is the first of a series of articles by Dr. Rossman, reviewing and discussing various United States patents which have been issued covering the physical form of soap articles. Some of the patents discussed date back almost to the Civil War; others are of comparative recent issue. Dr. Rossman, who is a chemist and a member of the bar, has for a number of years been a chief examiner in the United States Patent Office.—The Editors.

Patents for Soap Articles

By JOSEPH ROSSMAN, Ph.D.

TO THE average person, and even the soap manufacturer, a cake of soap is a very prosaic article, exciting as such little attention. It is probable that most attention has been given to improving the quality of the soap itself by developing new and better methods of manufacture. Soap producers during recent years, however, like the bread makers, have realized that even though their merchandise sales depend on basic human needs, yet a great deal can be done to increase sales by sound advertising and clever psychological appeal. The homely cake of soap has been made to appeal to the housewife, man and child by being dressed up in tempting garb, shaped in forms to appeal to the imagination, scented to satisfy the esthetic sense, lightened so that it will float, and specially prepared for distinct needs for toilet, laundry and industrial uses. The cake of soap has even entirely lost its shape, being metamorphosed into chips, flakes, powders, beads and liquids so that it can be used more economically and efficiently.

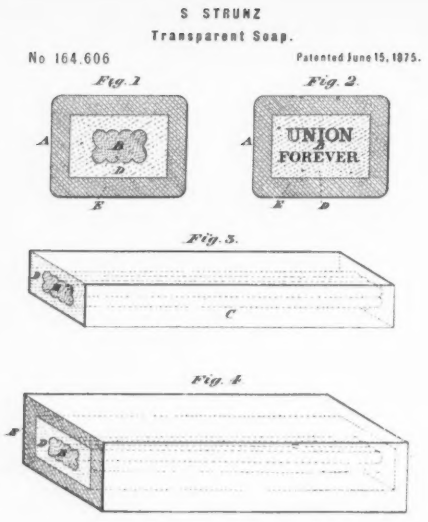
The United States Patent Office records indicate that inventors have not failed to give their attention toward improvement of the physical form of the ancient cake of soap. Over a hundred mechanical patents have been granted for novel ideas for solving real and imaginary problems. The cake of soap has been provided with chains and hooks, ornamented with colored designs and advertising matter, medicated, reinforced with inserts, joined to brushes, sponges and abrasives, shaped to fit the hand, provided with ventilating holes, coated with protecting materials to make the soap last longer. All sorts of variations of these kinks are suggested and described in issued patents. Many of these have been, and are, on the market. Others have never been found to be practical or failed to be adopted.

It would be worth while for the manufacturer of soap to be familiar with some of the ideas found in these patents. Sometimes an old idea can be revived or applied in a new way to catch the public fancy. The simple expedient, for instance, of shaping a cake of soap so as to resemble a lemon, tinting it yellow and scenting it with the oil of lemon, made a tremendous appeal for a time, resulting in large sales.

Most of the patents granted for soap articles have expired and they can be freely used by any manufacturer. The only patents which are in force and which should not be infringed are those which have been issued during the last seventeen years. It should be remembered that the life of a patent lasts for only seventeen years; after this period the legal rights under the patent automatically terminate and become public property. Some of the ideas found in these patents will be presented together with the illustrations taken from the original patents.

Multicolor design effects have been produced in soap by inserting by some method sections of soap of a different color so as to produce an ornamental effect in the finished cake of soap which will endure during the entire period of its use. The principle involved is exactly the same as that employed in making inlaid linoleum. The colored inserts are placed in the soap so that they extend entirely through it and thus will not disappear as the soap is worn out in use.

An old patent 56,068 to G. H. Lincoln July 3, 1866 produces designs, figures and letters by using molds of the required design which are placed upright in suitable containers or molds. Soap of one color is then, while in a liquid state, poured between the outer wall of the inner mold and the inner wall of the outer one, and the inner mold filled with a soap of a different color. In a few moments these two compositions become sufficiently set to allow of the withdrawal of the inner

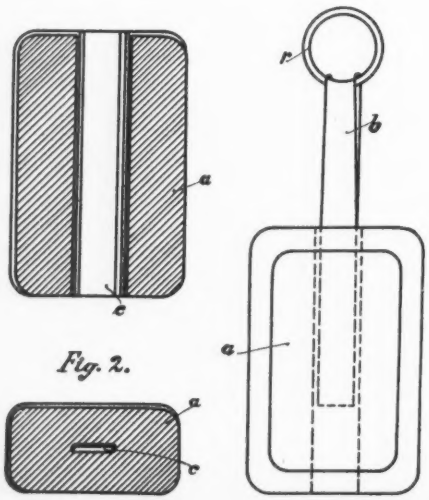


mold without the risk of the two coalescing, so as to make the outline of the figure indistinct. This, however, is done while the two masses are sufficiently plastic to insure cohesion as one mass. When letters are desired a separated mold is used for each letter, the method of using them being the same as in the case of making a design.

In the patent to C. W. Hull 102,546 May 3, 1870 hollow cores of suitable design are inserted in a mold and soap is poured around these cores. When the soap has set the hollow cores are removed and the openings filled with melted colored soap thus producing a distinct design.

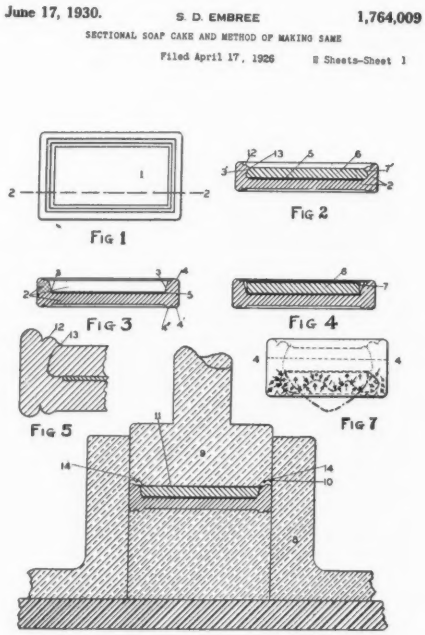
Another patent 164,606 June 15, 1875 to S. Strunz first casts the figures, stripes or letters in suitable molds. The cast soap is then placed in molds around which transparent soap is poured, to complete the cake of soap.

The invention of patent 304,913 Sept. 9, 1884 to J. M. Craig consists in casting the bodies of the cakes of soap in molds, around dies placed upon a rod, then



when the soap is hard withdrawing the rod and dies, then placing the apertured cakes in a mold covering the ends of the die-apertures and one end of the rod-aperture, and then pouring liquid soap of a different color from the cakes into the uncovered end of the rod-aperture. After the soap has hardened the cakes are removed from the dies and are trimmed and polished for market. The designs thus formed extend entirely through the cakes of soap, and will remain distinct until the cakes are used up.

Trade-marks have been made in cakes of soap by cutting out letters or figures and filling them in with soap of a different color from that of which the soap is made. According to patent 354,186 Dec. 14, 1886 to T. E. Gardner a cake of transparent soap is marked with any suitable design by cuts of a most minute thickness extending entirely through the cake, whereby the effects of a solid letter, word, or device in the cake is



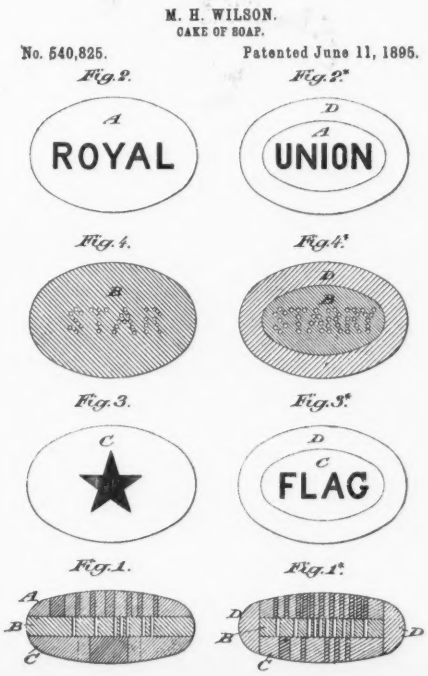
produced by the breaking of the rays of light by the cuts. A cutter of thin metal blades is used. The cake is placed below the cutter which is quickly lowered so that the blades pierce the body of the tablet and are then quickly withdrawn. The blades of the cutter form narrow slits in the body of the cake, but which close up again immediately when the blades are withdrawn, owing to the elasticity of the soap. As the transparency of the cake or tablet is destroyed at the parts pierced by the cutter-blades, the design is clearly seen when holding the tablet toward the light.

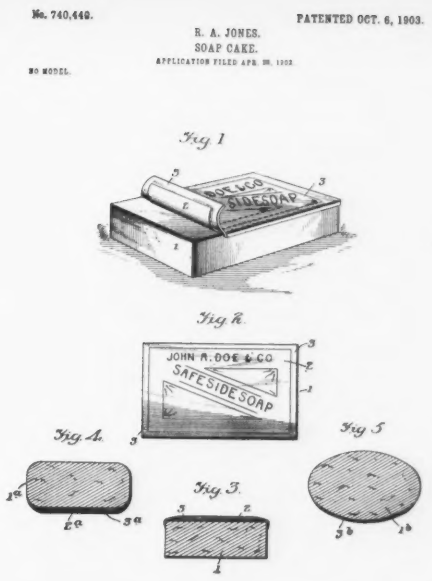
Ornamented cakes of soap have also been made by uniting distinct layers and pressing them together. An outline of a design, figure or character may also be produced by numerous small perforations through one layer (Patent No. 540,825 June 11, 1895 to M. H. Wilson).

The use of molds or perforations in ornamenting soap is entirely dispensed with in patent 683,181 Sept. 24, 1901 to H. E. Mereness by making two similar lots of cakes of like form and character of soap, of which those of one lot are of color contrasting with that of those of the other lot, next cutting out identical design portions from each cake and inserting these cut out portions in the cut-out cake of contrasting color.

Patent 710,939, Oct. 14, 1902 to Washington Berry describes a cake of soap comprising a core carrying relief characters of soap, the core and relief characters being entirely surrounded by a layer of transparent soap contrasting with the characters, and another layer of opaque soap entirely surrounding the first-mentioned layer. As the cake of soap is used the outer layer of opaque soap will gradually be washed away until it uncovers the upper surface of the relief letters "C", which will then be disclosed in letters of transparent soap surrounded by a background of opaque soap. As the use of the soap is continued the layer D and the relief letters "C" will be gradually washed away until the surface of the layer B is uncovered. When this point is reached, the relief letters "C", as well as the portion of the layer D covering the outer surface of the layer B, will have been washed away, leaving a cake of transparent soap B surrounding the core A. The layer B being transparent will of course display any characters imprinted upon or carried by the core A until the layer B is entirely washed away.

In order to firmly retain an insert of colored soap, Patent 1,267,949, May 8, 1918, makes a cake of soap formed to the proper shape from soap containing a greater amount of moisture than the insert. After assembly the cake is allowed to dry out and harden and in this process the mass comprising the cake will close





about the insert, owing to the relatively greater and more rapid shrinkage of the outer cake as compared with the inner piece or insert, and thus tightly grasp it so that it will be securely held in the recess.

It has been found that when pieces of differently colored soaps are united into a cake there is often a tendency for the layers to separate. This objection is obviated, according to Patent 1,601,775, Oct. 5, 1926 to O. Scherieble, by manufacturing cakes of soap from differently colored soap powders, using a plurality of partitions to provide spaces conforming to the required design, filling each space with a colored soap powder, removing the partitions, and then compressing the powders to gether to produce a homogeneous body in cake form in which the differently colored portions are integral with each other.

A recent Patent 1,791,359, Feb. 3, 1931 to A. Henriksen shows colored inserts in soap interlocked to the body of the cake by keys or wedges.

VARIOUS methods have been devised for inserting printed advertising matter in soap.

Business cards and other advertising material have been printed on transparent paper or tin-foil and completely embedded in cakes of transparent soap. (Patent 165,628, July 13, 1875 to S. Strunz).

Paper labels containing trade-marks or advertising matter have been applied to cakes of soap. Preferably this label does not cover the whole face of the soap, but leaves a small margin between it and the edges of the cake, as shown. Over this label and extending onto the soap around the edges of the cake, sufficiently to prevent water from attacking the label or rendering the soap soggy or soft around the edges of the label is applied a thin protective coating of paraffin. In use the soap cake is intended to be laid with its protected side down, in which case, if the surface upon which it

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New Products

Soap Grapes, the newest thing in an American-made soap novelty. Each grape is a small cake of soap, wrapped in variegated cellophane. Designed as a Christmas gift or bridge prize. Manufactured by the Lightfoot Schultz Company, New York.

A new Larkin product which is reported to be doing rather well—Larkin's Witch Hazel Shaving Cream. In two sizes, the small ten-cent size for the chains and the regular size. Made by the Larkin Company of Buffalo.

Ribbed sides on these bottles are designed to give a non-slip grip. The new package for Sno-Kist Shoe Cremes, manufactured by the Lincoln Shoe Products Company of Providence. Containers by Owens-Illinois.

ts

and Packages

Heetfield-Tillou

A new type dispensing bottle for wash bluing. A small opening in the cap makes for handy use without removing the closure. Product of Holsum Products, Inc. of Milwaukee. Cap by Phoenix. Bottle by Hazel-Atlas.

◆

One of the latest additions to the line of the Hewitt Soap Company of Dayton—Hewitt's Dog Soap, a tar colored bar with a tar odor, packed in an attractive carton.

A new floor display stand for the well-known Bab-O Cleanser of fibre board printed in two shades of green. B. T. Babbitt, Inc. manufactures Bab-O. Robert Gair designed and manufactured the stand.

◆

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EXEMPT FIRMS FROM SOAP CODE

Exemption from the hour and wage provisions of the soap and glycerine code (Articles III and IV) has been granted to W. D. Carpenter Co., Syracuse, by the Code Authority. The order provides that employees engaged in the manufacture of soap, shall be paid not less than a minimum wage equal to the minimum wage provided in the code for the insecticide and disinfectant manufacturing industry, and that the maximum hours for such employees shall not be more than the maximum hours provided in the insecticide and disinfectant code. The order also requires this company to report to the Code Authority, on the first day of each month, the quantity of soap produced in the preceding month. Similar exemption has been granted to Enterprise Oil Co., Buffalo, with the same provisions.

NEW SOAP FACTORY IN SCOTLAND

The big soap and oil works of Sadler & Co. (Glasgow), Ltd., at Dalmarnock, are to be extended by taking over a factory at Bridgeton, Glasgow. The Dalmarnock works are reported working at capacity. The new premises are stated to be required to cope with expanding business. They were formerly used by the Barrowfield Oil Works, and have been used of late as an Employment Exchange.

SOAP IMPORTS AND EXPORTS

Foreign trade in soap showed a decided improvement for the first six months of the year. Exports showed an increase of 25 per cent, and imports an increase of 38 per cent in value.

Soap Exports—January to June

	1933 *Approximate Value*	1934 *Approximate Value*
Medicated soap	$77,720	$93,685
Toilet and fancy soaps	302,630	403,540
Laundry soap	352,715	280,165
Scouring soaps	108,475	133,785
Powdered or flaked soaps	32,250	41,310
Shaving soap and cream	39,455	104,285
Miscellaneous	35,895	37,775

Although the quantity of foreign toilet soaps imported increased only slightly, their value increased considerably.

Soap Imports—January to June

	1933 *Approximate Value*	1934 *Approximate Value*
Castile soap	$80,100	$115,820
Toilet soap	71,430	87,200
Miscellaneous	55,065	81,885

Reports from Montreal, Canada, indicate rising prices for soap there. "Barsalou Imperial" has recently been advanced 25c. a case, while "Comfort" soap has gone up 15c. per case.

H. E. Brown, 7376 Grand River Avenue, Detroit, has been named agent in that territory for Compagnie Parento, Inc., New York.

FURTHER LIFEBUOY INJUNCTIONS

Further action in the suits being prosecuted by Lever Bros. Co., for alleged imitation of "Lifebuoy" soap was taken by the company's legal staff this past month. On November 28th an injunction was secured in the Supreme Court of New York County, restraining the Reinitz Soap Co., from manufacturing or selling any red, carbolic-type, health soap which could properly be classed as an imitation of "Lifebuoy." Application for a second injunction to restrain National Milling & Chemical Co., Philadelphia, in a similar manner, is pending. According to present indications, this application will be argued about mid-December. In Lever's action against J. Eavenson & Sons, Inc., Camden, the defendant has been ordered to file a bill of particulars, disclosing the names of all companies which it charges manufactured soaps similar to "Lifebuoy" before Lever put out a product of this type. Another move by the Lever legal department calls for the examination of two of the executives of the Eavenson company.

COLGATE FOR COMPETITIVE SYSTEM

S. Bayard Colgate, president of Colgate-Palmolive-Peet Co., spoke to radio listeners throughout the country over a nation-wide hook-up recently, urging the retention of the American system of competition. He said in part: "We can increase neither our national wealth nor our national income by curtailing production, raising prices and selling to fewer consumers. American industry has grown by constantly reaching out with lower prices for broader markets and thus has made available to the great masses of our people many things that are considered luxuries in other countries. Yet even in normal times we work fewer hours per week than in any other country, and our wages per hour on the average are higher than those of any other country. I contend that until at least one other economic system has shown by furnishing a higher standard of living to the mass of its people that it is better than ours, we should stick to our own profit system of fair competition."

Terpeneless lavender oil has been accorded free entry by the first division of the United States Custom Court, the ruling being made on a protest by W. J. Bush & Co., New York, against classification of the product as dutiable at 25% under paragraph 58 of the tariff act of 1930.

Stocks of refined cottonseed oil on hand in United States as of Oct. 31, 1934, totaled 461,439,795 lbs. as compared with 678,205,201 lbs. on the same date last year. Stocks of crude oil were 97,751,793 lbs. on Oct. 31, 1934, as against 146,106,935 lbs., Oct. 31, 1933.

Magnus, Mabee & Reynard, Inc., New York, has recently mailed a revised price list and catalog as of November-December, 1934, covering its complete line of essential oils and aromatics.

SOAP MEETING POSTPONED TO JAN. 9

The annual meeting of the Association of American Soap and Gylcerine Producers, originally scheduled for December 6, has been postponed to January 9 at 10:00 A.M. in Le Perroquet Suite at the Waldorf-Astoria Hotel, New York. In order to meet the by-law requirements of the Association, a few members will meet on the date originally planned and in absence of a quorum, the meeting will be officially postponed to January 9. Roscoe C. Edlund, manager of the Association, urges every soap maker who can possibly attend, to plan to be present at the meeting on January 9. Any soaper who comes under the soap and glycerin code is eligible to attend.

In a report to the trade, Mr. Edlund states that the response to code assessments has been unusually fine. About 97 per cent of the total soap and cleanser business of the country has reported and paid assessments. More than 300 companies are paying approximately $80,000 for code work. He also states that Compliance Forms for the second six months of the code, mailed out recently, are coming in to the Code Authority office in good numbers. He urges all who have not already sent in their form, to do so at once. The study of cost-finding procedures which has been under way for some time, is still being carried on. Owing to the tedious character of the work, progress is being made.

RENOMINATE SOAP ASSN. BOARD

The present Board of Directors of the Association of American Soap and Glycerine Producers has been renominated by the recently appointed nominating committee to serve for 1935. The annual election will be held on January 9 at New York in connection with the annual meeting. Further nominations will be called for just prior to the election in accordance with the by-laws. The Board as renominated consists of the following:

H. D. Banta, Iowa Soap Co., Burlington, Iowa.
N. R. Clark, Swift & Co., Chicago.
S. Bayard Colgate, Colgate-Palmolive-Peet Co., Jersey City.
F. A. Countway, Lever Brothers Co., Cambridge, Mass.
N. S. Dahl, John T. Stanley Co., New York.
R. R. Deupree, Procter & Gamble Co., Cincinnati.
G. A. Eastwood, Armour & Co., Chicago.
S. S. Fels, Fels and Co., Philadelphia.
I. Katz, J. Eavenson & Sons, Inc., Camden, N. J.
F. H. Merrill, Los Angeles Soap Co., Los Angeles.
W. C. Wollen, Olive Oil Soap Co., Paterson, N. J.
C. F. Young, Davies-Young Soap Co., Dayton, Ohio.

The directors when elected, in turn choose the president, the three vice-presidents, and other officers of the Association.

Walter M. Gallant of Detroit has been appointed representative of Florasynth Laboratories, New York, in the mid-western territory. He will cover the states of Ohio, Indiana and Michigan, as well as parts of Kentucky and western Pennsylvania and New York.

COLGATE TO SPEND $500,000

Colgate-Palmolive-Peet Co. is embarking on a plant construction and complete modernization program at its main manufacturing location in Jersey City, involving a total expenditure of about $500,000, according to J. A. Coulter, vice-president in charge of production. The program is a result of the company's present policy of using a large part of profits for improvement of plant and equipment and betterment of manufacturing facilities. The program calls for the immediate construction of a new power plant, and the installation of a large capacity high pressure boiler, with all necessary auxiliaries, in space available in the present steam plant.

ORDER BRIEFS FILED IN RINSO SUIT

Colgate-Palmolive-Peet Co., Procter & Gamble Co. and Lever Bros. Co., principals in the million dollar battle for control of the granulated household soap business of the country, were ordered by Judge Thomas W. Slick, November 15, to file briefs within ninety days. When the briefs have all been filed, two additional days will be devoted to further oral argument. A decision is not expected for perhaps six months after that time, and even when issued will almost certainly be appealed by the losing party. This latter step seems probable to judge from the care with which final arguments in the case were presented.

A late development in the case was the charge by Lever Bros. that its powerful advertising drive behind "Rinso," and not any special manufacturing formula, was the chief factor responsible for its success. Amounts spent on advertising were made public, and the Lever lawyers endeavored to prove that sales closely paralleled advertising expenditures. They asked for the same figures from Colgate-Palmolive-Peet Co., which were subsequently presented.

Throughout the case Lever Bros. denied the charge that "Rinso" is made under a process similar to that covered by the Colgate patents, while at the same time attacking the validity of the Colgate patents. The court has intimated that should the decision find that "Rinso" is not an infringement, validity of the patents will not be passed upon. Otherwise the entire structure of Colgate claims may be brought into question.

Another later development in the case which further complicates the entire situation is the word that Lever Bros. have filed suit against Procter & Gamble Co. in the federal court for the eastern district of New York, charging that "Oxydol" is being produced only by infringing patents used in the "Rinso" process.

A new shape for soap is on display in Toronto stores. The soap is fashioned to represent the five little Dionne sisters of Callander, Ontario. There are five small cakes of soap in the form of babies, packed in a small box wrapped with a miniature pink blanket.

CHICAGO TRADE NOTES

ROBERT H. CABELL, London representative of Armour & Co. for the last twenty years, has been named head of the company to succeed T. G. Lee, former president, who died a short time ago. The title conferred on Mr. Cabell is that of general manager. By resolution of the directors he is to assume all the duties of the president. The new Armour head has been with the organization for the last forty-three years.

Work on the addition to the John Hanser Soap Co. factory in Milwaukee is nearly completed. The new section was slated to be completed some time ago but construction was halted for several weeks due to a steel workers' strike.

Theodore B. Robertson Products Co., Chicago, announce the appointment of S. A. Rossetter of Fort Wayne as their representative for northern Indiana and the appointment of H. R. Brewster of Minneapolis as their representative for the entire Minnesota territory.

At the November meeting of the Chicago Perfumery, Soap and Extract Association, held on the 13th at the Hamilton Club, the members were entertained by Dr. Harlan Tarbell, celebrated magician. Plans for the Christmas party have been completed. R. G. Brown is in charge of arrangements. The Secretary's office has mailed a bulletin to members calling attention to the questionnaires mailed out by the Cosmetic Code Authority to manufacturers within the industry. It is urged that the manufacturers cooperate by completing the questionnaires carefully.

A large turnout of members was on hand for the November 22nd meeting of the Chicago Drug and Chemical Association at the Chicago Athletic Association. Benjamin F. Bills, widely known as an authority on salesmanship and who at the present time is instructor on that subject at Northwestern University and Chicago University night schools, spoke on the subject of "Credits of Business." F. L. MacCartney, in charge of arrangements for the Christmas stag party, announced that plans have been virtually completed for the affair and that large souvenir bags will be distributed. The party, which is for members only, will take place December 20th at the Stevens Hotel.

J. E. Wolfe of Neumann, Buslee and Wolfe, has gone to California for the winter.

American Standard Mfg. Co., Chicago, are now manufacturing a new type mop known as the Simplex Mop. The new product is available in either triangular or rectangular shape and is said to be particularly adapted for use in spreading liquid wax and floor seals.

AMEND PACIFIC POTASH SOAP CODE

An amendment to the supplementary code for the Pacific Coast Section of the Soap and Glycerine Manufacturing Industry, covering open prices, costs and price cutting for potash soaps stands approved by the NRA. The amendment in part is as follows:

SCHEDULE A—OPEN PRICE
(For Certain Potash Soaps Only)

"SECTION 1. Each member of the Section manufacturing Potash Soaps shall file with a confidential and disinterested agent of the Fair Practice Agency, or, if none, then with such an agent designated by the National Industrial Recovery Board, identified lists of all of his prices, discounts, rebates, allowances, and all other terms or conditions of sale, hereinafter in this article referred to as 'price terms', which lists shall completely and accurately conform to and represent the individual pricing practices of said member. Such lists shall contain the price terms for all the following products of the Section as are sold or offered for sale by said member:

Liquid Hand Soaps
Concentrated Liquid Soaps
Liquid Floor Soaps
Base Soaps
U. S. P. Green Soaps

And for such other potash soap products of said member as shall be designated by the Fair Practice Agency after having been submitted to a vote of the members of the Section manufacturing same and approved by the National Industrial Recovery Board. Said price terms shall in the first instance be filed within 7 days after the date of approval of this provision. Price terms and revised price terms shall become effective immediately upon receipt thereof by said agent. Immediately upon receipt thereof, said agent shall by telegraph or other equally prompt means notify said member of the time of such receipt. Such lists and revisions, together with the effective time thereof, shall upon receipt be immediately and simultaneously distributed to all members of the Section manufacturing potash soaps and to all of their customers who have applied therefor and have offered to defray the cost actually incurred by the Fair Practice Agency in the preparation and distribution thereof and be available for inspection by any of their customers at the office of such agent. Said lists or revisions or any part thereof shall not be made available to any person until released to all members of the Section and their customers, as aforesaid; provided the prices filed in the first instance shall not be released until the expiration of the aforesaid 7-day period after the approval of this provision. The Fair Practice Agency shall maintain a permanent file of all price terms filed as herein provided, and shall not destroy any part of such records except upon written consent of the National Industrial Recovery Board. Upon request the Fair Practice Agency shall furnish to the National Industrial

(Turn to Page 117)

THE IONONES MANUFACTURED BY NAUGATUCK SELL UNDER THE TRADE NAME

VIOLLYS

Thus:

VIOLLYS A. B. 100%

VIOLLYS ALPHA

VIOLLYS BETA

VIOLLYS METHYL

VIOLLYS METHYL ALPHA

VIOLLYS GAMMA

Whether their use is intended for Perfumery, Soap or Cosmetics, each one fills a definite odor demand in a manner that can only be obtained by Naugatuck's policy of controlled productions.

Aromatics *Division*

Naugatuck Chemical

DIVISION OF UNITED STATES RUBBER PRODUCTS, INC.

1790 BROADWAY NEW YORK, N. Y.

PERSONAL AND IMPERSONAL

Baby-Glo Soap Co. has purchased the assets of the Windsor Soap Co., Buffalo, and has moved to new quarters at 90 Clinton Street. George F. Dodge, former secretary of the Windsor Soap Co. is now factory manager and part owner of the Baby-Glo business. A New York office is maintained under the direction of Louis Fundler, vice-president. The company specializes in the manufacture of private brand olive oil soaps, including the well known "Sonya" brand.

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Robert Law of Berkeley, Cal., has purchased the equipment and brand names of Stockton Soap Works, Stockton, Can., and is building a new plant to replace the one destroyed by fire a year and a half ago. Part of the new plant will be in operation on cold made soap by the first of the year. it is reported. The old Stockton brand names include "Stocktonia." Angora Borax." "Superba" and "Long Bar." The original plant was established by Williams & Moore more than fifty years ago and was sold to a group who formed the Stockton Soap Works about five years ago.

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Carl E. Grumme, president of A. B. Grumme & Sons, soap manufacturers of Stockholm, Sweden, was a recent visitor in New York. While in this country he visited several soap plants.

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Roger & Gallet report that sales of their toilet soap have been built up substantially over the past year and a half by a campaign of national advertising. In five months of this year sales of the soap came to within 6,000 dozen units of the all-time peak. Formerly a 50-cent cake. the soap was reduced to 35c. at the start of the campaign, but even at that price it is still distinctly a luxury item as other 25 and 35c. soaps have this year been reduced to the 10 and 15c. class. The advertising appropriation will be increased fifty per cent for 1935.

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R. R. Deupree. president of Procter & Gamble Co., returned from Europe on the *Bremen*, November 9. While in England, Mr. Deupree made a trip of inspection of the Manchester plant of Thomas Hadley Co., acquired by Procter & Gamble several years ago. Mr. Deupree denied a report that his company was negotiating for another British soap company, but did indicate that a branch plant might be established by the Hadley company elsewhere in the British Isles at a later date.

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Drackett Chemical Co., Cincinnati, is introducing its "Windex" window cleaning compound with a campaign in mid-west newspapers.

Application of I. Rokeach & Sons, Brooklyn, for exemption from all provisions of the code for the soap and glycerine manufacturing industry has recently been denied by NRA.

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John Hanser Soap Co., Clorox Chemical Co., Procter & Gamble Co., Paper Makers Chemical Corp. and Hilex Co. were among the exhibitors at the annual Food-Radio and Electrical Show held recently in Milwaukee, showing soap products.

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Procter & Gamble Co. is trying out its own transportation service between Memphis and Cincinnati, Barges move the oil from the crushing plant up to Cincinnati and it is then transferred in tank cars by rail to the Ivorydale plant. About 600 tons weekly will be shipped and it is estimated that substantial savings will be made in transportation costs.

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Picture Soap Co., soap novelties, recently moved into new and larger quarters at 11 East 22nd Street, New York.

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Hull Soap Co., Fontaine St., Hull, Quebec, Canada, is planning an extension to its plant facilities.

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Turco Products, Inc., Los Angeles, is now located at 6135 Central Ave., that city.

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The address of the Crown Chemical Co., formerly 125 E. Wells St., Milwaukee, has been changed to 2006 E. Hartford Ave., c/o H. E. Padway.

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A sidelight on the attitude of chain stores in Canada towards soap manufacturers who will not meet their demands for special allowances was given by G. A. Gibson, Toronto auditor, testifying befor the Royal Commission on Price Spreads and Mass Buying. In 1933, a soap manufacturer declined to give a chain store its demanded allowance of five per cent on purchases, Mr. Gibson related. No agreement was made, although the chain continued to buy the soap, due to customers' demands. In the chain store advertising, however, this company's soap was mentioned 24 times and a competitor's 44 times.

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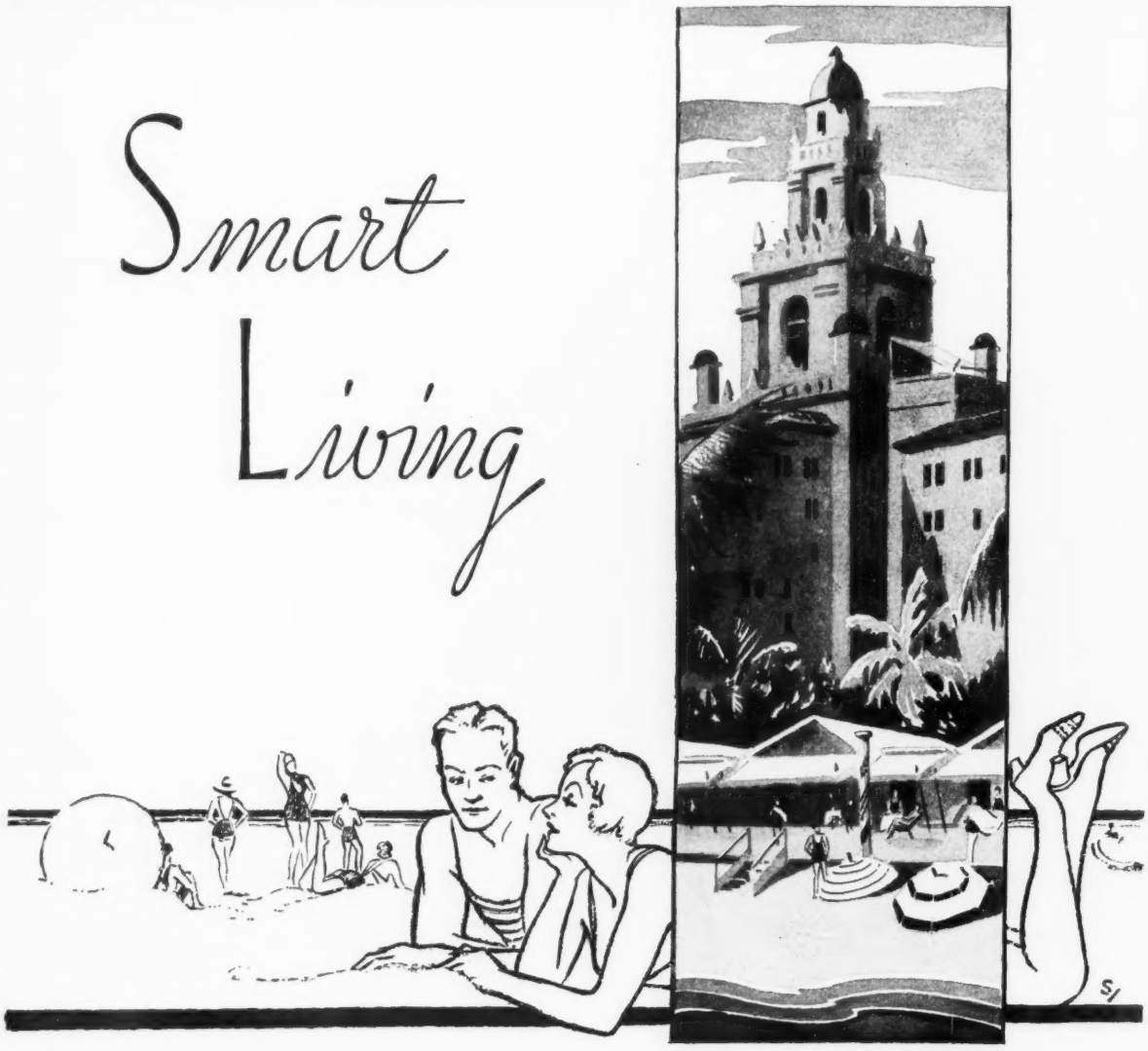
The index of employment in the soap industry stood at 105.7 in October, as compared with 98.6 in September, and 101.7 in October, 1933, according to figures of the U. S. Department of Commerce. The payroll index registered 94.6 in October, 1934, as against 87.3 in September, and 81.1 in October, 1933.

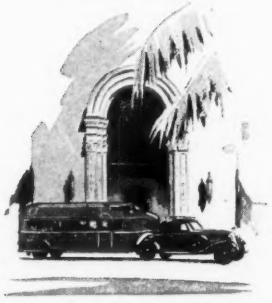
AMERICA'S FINEST OCEAN FRONT HOTEL

Smart Living



DEEP sense of well being . . . keen zest for every detail of living and sociality . . . many subtle satisfactions, as well as the major pleasures . . . these are the foundations of gayety at the Roney Plaza, smart America's favorite rendezvous . . . a vivacious, brilliant spirit . . . evoked by the beauty and luxury of this ocean front estate, by the variety of its pastimes and by the gentility of its associations. Here you may indulge lazy beachcomber moods on a private, tropic beach . . . or swing gracefully into the full cadences of resort activities, from horse racing to Gulf Stream fishing. The Roney Plaza's extraordinary vacation facilities include special guest membership in the Roney Plaza Cabana Sun Club, Miami Biltmore Country Club and Key Largo Anglers Club . . . with complete transportation services by aerocar, autogiro or sea-sled to all interests in this land of winter play.

OPEN FROM DECEMBER 10TH



RONEY PLAZA

MIAMI BEACH FLORIDA

E. I. du Pont de Nemours & Co., Wilmington, have recently issued two booklets reviewing the use of alcohol sulfates in the textile industry. The first of these manuals considers "Gardinol," while the second takes up "Brilliant Avirol," "Lanaclarin" and "Duponol." The booklets outline the progress that has been made in the use of alcohol sulfates, describe the nature and properties of the various types and suggests specific applications.

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A soap plant with a capacity of 1,000 pounds of soap a day is to be established in Okmulgee, Oklahoma, under the sponsorship of the Federal Emergency Relief Administration. The city canning plant will be used for manufacturing and raw materials will be obtained from the cannery. It is expected that twelve workers and a supervisor will be employed. It is planned to turn out a bath soap as well as a scrubbing soap.

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Brillo Mfg. Co., Brooklyn, reports net profit of $74,696 for the six months ended June 30, comparing with $78,416 in the first half of 1933.

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Procter & Gamble Co. earned net profit of $4,085,461 in the third quarter, equal to 61c. a share on the common stock. This compares with $3,230,708, or 47c. a share, in the previous quarter, and $4,383,840, or 64c. a share, in the third quarter of 1933. An extra dividend of 20c. a share has been voted on the common, payable December 15.

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T. G. Lee, president of Armour & Co., died in Chicago last month after an illness which set in following an operation for appendicitis early in the summer. Mr. Lee was 56 years old and had been with the company since 1895.

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Solarine Co., Baltimore, is packing its cleanser, "Old Sol," in a new dual-use package. The bottle is in the form of an elephant and with a few fixtures which the company furnishes for two labels and 50c. it can be made into an attractive table lamp.

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Baldwin Laboratories, Saegertown, Pa., is introducing a new water softener under the name "Dwin-Maid."

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Among the exhibitors at the New Haven County Food Fair, held in New Haven, Conn., last month, were Enoch Morgan Sons and the J. B. Williams Co.

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J. A. Sexauer Mfg. Co., New York, maker of "Mule-Kick" waste pipe cleaner, has placed its advertising account with Churchill-Hall, Inc., New York.

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A completely revised edition of its catalog on tube, jar and powder filling equipment has just been issued by F. J. Stokes Machine Co., Philadelphia.

Burlington Soap Company, Burlington, Iowa, entertained a number of sales representatives from Des Moines, Waterloo, Cedar Rapids, Dubuque, Washington, and other points, a trip through the plant being followed by a meeting at Hotel Burlington. The meeting was designed to acquaint those attending with facilities of the company and in connection with a six per cent stock issue, preferred, that the company is issuing for the purpose of allowing expansion and further plant improvements.

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H. D. Crippen, Bon Aami Co., was elected treasurer of the American Grocery Manufacturers of America at the annual convention in New York late in November. Members of the governing board include E. H. Little, Colgate-Palmolive-Peet Co., Mark Upson, Procter & Gamble Co. and C. P. McCormick & Co.

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G. L. Acker, Iowa district manager for White King Soap Co., has announced the appointment of C. W. Weston as a sales representative.

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The latest "Mickey Mouse" book is being currently offered by Procter & Gamble Co. as a premium with the purchase of a large package of "Oxydol."

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Royal Auto Soap Mfg. Co. has been incorporated in Jersey City, N. J., by Herbert Blackman, Irving Epstein and William Balene. The new concern is located at 586 Newark Ave.

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Lambert Pharmacal Co. is sponsoring a series of Metropolitan Opera broadcasts over a nation-wide radio hook-up, starting December 29th.

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Herman R. Maier succeeds Joseph C. Hornstein, resigned, in charge of purchasing for Continental Theatre Accessories, Inc., New York.

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Armstrong Cork & Insulation Co., Lancaster, Pa., has issued a buying guide illustrating and describing twelve different types of closures it manufactures.

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The annual sales conference of Merck & Co. is to be held in Rahway, N. J., December 10, 11 and 12, with James J. Kerrigan, vice-president in charge of sales, taking charge of the program.

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Harry F. LePan, for many years assistant sales manager of Wilson & Bennett Mfg. Co., has been advanced to the position of sales manager of their western division with headquarters at their main office and factory in Chicago. This places Mr. LePan in charge of sales of Wilson & Bennett steel containers in the central, western, and southwestern territory.

RECORD OF TRADE-MARKS

The following trade-marks were published in the November issues of the *Official Gazette* of the United States Patent Office in compliance with Section 6 of the Act of September 20, 1905, as amended March 2, 1907. Notice of opposition must be filed within thirty days of publication. As provided by Section 14, fee of ten dollars must accompany each notice of opposition.

TRADE MARKS FILED

HIDE-RITE—This in type resembling script describing powdered hand soap. Filed by Edw. F. Heidenreich & Sons, Chicago, Aug. 27, 1934. Claims use since Aug. 4, 1932.

DRURY LANE—This in Old English style type describing soap. Filed by Worthall, Ltd., New York, Sept. 26, 1934. Claims use since May 8, 1934.

VIM—This in shaded letters describing disinfectant, deodorant and cleaner. Filed by Plee-zing, Inc., Chicago, Aug. 30, 1934. Claims use since Mar. 5, 1934.

SIR KLENSO—This in outline letters on reverse plate with silhouette of knight, describing water softener and cleaner. Filed by Sir Klenso Mfg. Co., Oklahoma City, Okla., Sept. 8, 1934. Claims use since Jan. 16, 1931.

CERTISAN—This in solid letters describing dental cream. Filed by Wm. A. Webster Co., Memphis, Sept. 10, 1934. Claims use since June 28, 1934.

HYGISAN—This in solid letters describing dental cream. Filed by Wm. A. Webster Co., Memphis, Sept. 10, 1934. Claims use since June 28, 1934.

SANIPURE—This in solid letters describing dental cream. Filed by Wm. A. Webster Co., Memphis, Sept. 10, 1934. Claims use since June 28, 1934.

NEWALL—This in outline letters resembling script describing cleansing compound. Filed by Murval Products Co., Philadelphia, Sept. 6, 1934. Claims use since July 23, 1934.

BLUE GRASS—This in solid letters describing soap. Filed by Elizabeth Arden, Inc., New York, Sept. 12, 1934. Claims use since Sept. 15, 1934.

YOUSE—This in solid letters with silhouettes of two hands describing hand soap. Filed by Larkin Soap Co., Teaneck, N. J., Sept. 18, 1934. Claims use since Aug. 2, 1934.

CHINCH-TAR-TREX—This in broken letters describing insecticide. Filed by E. W. Colledge, Jacksonville, Fla., Aug. 11, 1934. Claims use since May 25, 1934.

SILVER GERMICIDE—This on reverse plate describing deodorant and germicide. Filed by Keefe Chemical Co., East Milton, Mass., Sept. 7, 1934. Claims use since September, 1933.

BATH BRITE—This in solid letters describing detergent and polishing materials. Filed by Ivex Laboratories, Stamford, Conn., Aug. 8, 1934. Claims use since Jan. 4, 1934.

SOLVONA—This in solid letters within circle describing dry cleaning fluid. Filed by Columbia Petroleum Products Co., Philadelphia, Oct. 5, 1934. Claims use since May 28, 1934.

ON TYME—This in solid letters with sketch of train describing shaving cream. Filed by York Pharmacal Co., St. Louis, Oct. 10, 1934. Claims use since Dec. 1, 1933.

ZENDICO—This in solid letters describing tooth powders. Filed by Zendico Hygiene Products Co., New York, Mar. 13, 1934. Claims use since February, 1930.

MALIUM—This in solid letters describing fumigant. Filed by Michigan Alkali Co., Wyandotte, Mich., Aug. 2, 1934. Claims use since July 1, 1933.

PERM O TECT—This in solid letters describing moth proofing agents. Filed by Permo-Tect Mothproofing Co., Toronto, Canada, Aug. 31, 1934. Claims use since May 1, 1933.

IMP—This on reverse plate of leaf describing insecticides. Filed by American Color & Chemical Co., Boston, Oct. 6, 1934. Claims use since 1898.

FELSINA—This in solid letters describing dentifrice. Filed by Joseph Palazzolo, New York, Oct. 6, 1934. Claims use since about 1910.

ROYAL PINE—This in type resembling script describing soap. Filed by Iowa Soap Co., Burlington, Iowa, Mar. 26, 1934. Claims use since Feb. 26, 1934.

P M C—This on circular reverse plate describing soaps and cleansers. Filed by Paper Makers Chem. Corp., Wilmington, Sept. 18, 1934. Claims use since 1921 on soap powder and since 1931 on oil soap and cleanser.

TUBBY—This in solid letters describing laundry soap. Filed by Gulf & Valley Cotton Oil Co., New Orleans, Oct. 12, 1934. Claims use since June 21, 1934.

"WILLIE WHISKER"—This on reverse plate describing shaving cream. Filed by Ace Mfg. Co., Chicago, Oct. 18, 1934. Claims use since Aug. 27, 1934.

TIP-TOP—This in solid letters describing insecticide. Filed by Faydon Laboratories, Syracuse, Sept. 25, 1934. Claims use since July 31, 1934.

NICO-ROTE—This in solid letters describing insecticide. Filed by Rotenone Products Co., East Orange, N. J., Sept. 28, 1934. Claims use since Sept. 15, 1934.

FORAMBA—This on reverse plate describing insecticides. Filed by Uncle Sam Chemical Co., New York, Oct. 1, 1934. Claims use since August, 1929.

TRADE MARKS GRANTED

318,759. Silverware Polish, Cleaning Compounds, Rug Cleaners, Wall-Paper Cleaners, and Oil Soap. Cochran Co., Cleveland. Filed June 29, 1934. Serial No. 353,321. Published August 28, 1934. Class 4.

318,762. Disinfectants, Metal-Cleaning Compounds, and Soluble Tallow Compounds. E. F. Houghton & Co., Philadelphia. Filed June 28, 1934. Serial No. 353,273. Published August 28, 1934. Class 6.

318,802. Cleansing Compound. Oakite Products, Inc., New York. Filed Jan. 18, 1934. Serial No. 346,212. Published Aug. 28, 1934. Class 4.

318,803. Polish. Harry H. Brown, Gloversville, N. Y. Filed January 19, 1934. Serial No. 346,230. Published March 13, 1934. Class 16.

318,825. Insecticides. William Cooper & Nephews, Inc., Chicago. Filed May 25, 1934. Serial No. 351,852. Published August 21, 1934. Class 6.

318,835. Tooth Powder. Vigum Laboratories Co., Milwaukee. Filed July 12, 1934. Serial No. 353,820. Published August 28, 1934. Class 6.

318,843. Dentifrice. Speed Chemical Co., Milledgeville, Ga. Filed June 8, 1934. Serial No. 352,453. Published August 28, 1934. Class 6.

318,904. Insecticides. William Cooper & Nephews, Inc., Chicago. Filed May 25, 1934. Serial No. 351,853. Published August 21, 1934. Class 6.

318,915. A Preparation for Cleaning Glass Surfaces. Finishine Laboratories, Syracuse. Filed July 6, 1934. Serial No. 353,569. Published August 28, 1934. Class 4.

318,955. Toilet Soap. Colgate-Palmolive-Peet Co., Jersey City. Filed July 10, 1934. Serial No. 353,708. Published August 28, 1934. Class 4.

318,956. Soap. Perkins Soap Co., Springfield, Mass. Filed July 10, 1934. Serial No. 353,724. Published August 28, 1934. Class 4.

318,957. Soap. Perkins Soap Co., Springfield, Mass. Filed July 10, 1934. Serial No. 353,725. Published August 28, 1934. Class 4.

319,014. Shampoo Powder. Celeste Products, Philadelphia. Filed July 20, 1934. Serial No. 354,111. Published September 4, 1934. Class 6.

319,026. Cleaning and Polishing Preparations. Cando Corp., Cambridge, Mass. Filed May 4, 1934. Serial No. 350,885. Published September 4, 1934. Class 4.

319,045. Cleaning Compound. M. Werk Co., St. Bernard, Ohio. Filed July 18, 1934. Serial No. 354,061. Published September 4, 1934. Class 4.

319,064. Toilet and Laundry Soaps. Beaver-Remmers-Graham Co., Cincinnati. Filed June 4, 1934. Serial No. 352,222. Published September 4, 1934. Class 4.

319,068. Cleaning Preparation. G. A. Manufacturing Co., New York. Filed June 8, 1934. Serial No. 352,411. Published September 4, 1934. Class 4.

319,071. Floor Oil or Dressing. Masury-Young Co., Charlestown, Mass. Filed June 13, 1934. Serial No. 352,624. Published September 11, 1934. Class 16.

319,109. Liquid Cleaning, Bleaching, Deodorizing, and Disinfecting Preparation. Hilex Co., St. Paul. Filed July 16, 1934. Serial No. 353,928. Published September 4, 1934. Class 6.

319,155. Insecticides and Fungicides. Grasselli Chemical Co., Cleveland. Filed July 28, 1934. Serial No. 354,408. Published September 11, 1934. Class 6.

319,159. Insecticides. Mechling Brothers Chemical Co., Camden, N. J. Filed July 31, 1934. Serial No. 354,469. Published September 11, 1934. Class 6.

319,209. Tooth Powder. Superior Laboratories, Inc., Cleveland. Filed July 10, 1934. Serial No. 353,737. Published September 11, 1934. Class 6.

319,222. Deodorant and Disinfectant for Treatment of the Feet. Jonfre Co., Danbury, Conn. Filed July 6, 1934. Serial No. 353,564. Published September 11, 1934. Class 6.

319,322. Solvent and Cleaner for Liquid Conduits. Schering Corp., Bloomfield, N. J. Filed June 7, 1934. Serial No. 352,401. Published September 4, 1934. Class 6.

319,334. Insecticides. Hilts Laboratories, Honolulu, Hawaii. Filed June 11, 1934. Serial No. 352,650. Published September 11, 1934. Class 6.

319,421. Detergents. Grasselli Chemical Co., Cleveland. Filed June 30, 1934. Serial No. 353,395. Published September 18, 1934. Class 4.

319,454. Pastes, Polishes, and Cleaners for Shoes. York Co., St. Louis. Filed July 11, 1934. Serial No. 353,783. Published September 18, 1934. Class 4.

319,471. Soap for Dogs. Mercirex Co., Milford, Del. Filed July 18, 1934. Serial No. 354,048. Published September 18, 1934. Class 4.

319,514. Wax Polish. Mirrolike Mfg. Co., Long Island City, N. Y. Filed August 1, 1934. Serial No. 354,517. Published September 18, 1934. Class 16.

319,539. Soap. White King Soap Co., Los Angeles. Filed August 9, 1934. Serial No. 354,802. Published September 18, 1934. Class 4.

319,553. Water Softening and Cleansing Chemical for Use in Dishwashing. Calgon, Inc., Pittsburgh. Filed April 17, 1934. Serial No. 350,086. Published September 18, 1934. Class 4.

318,376. Insecticide. O'Cedar Corp'n, Chicago. Filed May 28, 1930. Serial No. 301,495. Published July 8, 1930. Class 6.

318,381. Insecticide. O'Cedar Corp'n, Chicago. Filed May 28, 1930. Serial No. 301,496. Published July 29, 1930. Class 6.

318,452. Cleaning Powder. Interstate Co., Chicago. Filed June 22, 1934. Serial No. 353,104. Published August 21, 1934. Class 4.

318,460. Chemical Detergent. Cowles Detergent Co., Cleveland. Filed June 18, 1934. Serial No. 352,817. Published August 21, 1934. Class 4.

318,478. Soap Paste. Sta-Kleen Products Co., Woburn, Mass. Filed June 28, 1934. Serial No. 353,281. Published August 14, 1934. Class 4.

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PATENT AND TRADE-MARK CAUSES

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Complete copies of any patents or trade-mark registration reported below may be obtained by sending 25c for each copy desired to Lancaster, Allwine and Rommel. Any inquiries relating to Patent or Trade-Mark Law will also be freely answered by these attorneys.

No. 1,975,449, Sodium Sesquicarbonate, Patented October 2, 1934, by George Lewis Cunningham and Homer Louis Robson, Niagara Falls, N. Y., assignors to The Mathieson Alkali Works, Inc., New York, N. Y. In the production of sodium sesquicarbonate and sodium bicarbonate, the improvement which comprises carbonating an ammoniacal aqueous solution of sodium chloride containing upwards of 3.2 parts of NH_3 per 10 parts of NaCl, and substantially saturated with respect to NaCl, to precipitate sodium sesquicarbonate, separating the precipitated sodium sesquicarbonate at a temperature not exceeding about 40° C., carbonating the mother liquor to precipitate sodium bicarbonate, and separating the precipitated sodium bicarbonate.

No. 1,975,946, Detergent, Patented October 9, 1934, by Harry K. Ihrig and Arthur S. Butterworth, Columbus, Ohio. As a new article of manufacture, molded detergent pellets formed from a mixture of a major proportion of crystallized sodium metasilicate, a minor proportion of crystallized tri-sodium phosphate, and sufficient water to render the mixture plastic, the pellets containing a predetermined quantity of the composition, and being coherent, easily soluble in water and effective to produce uniform detergent action.

No. 1,976,376, Hydration of Glycerides, Patented October 9, 1934, by Erwin F. Spellmeyer, East Orange, N. J. The method of accelerating the hydration of glycerides intermixed in an aqueous solution with a relatively small quantity of ionized emulsifying agents, which method consists in passing alternating current through the mixture of glycerides and emulsifying agents while maintaining the mixture at substantially the boiling point of water, the alternating current serving to increase the ion concentration of the aqueous solution.

No. 1,976,780, Insecticidal Composition, Patented October 16, 1934, by Dudley H. Grant, Berkeley Heights, N. J., assignor to Stanco, Incorporated. As an insecticidal composition an oil wax gel comprising refined mineral oil and a wax and having a melting point above 90° F., the composition being capable of breaking down readily under friction to liberate the insecticidal oil.

No. 1,977,412, Insecticide, Patented October 16, 1934, by Ray E. Spokes, Ann Arbor, Mich., assignor to Edgar A. Murray Company, Detroit, Mich. An insecticide adapted for combating moths or the like and including a highly volatile non-greasy petroleum base having a chlorine-hydroxy substituted diphenyl exhibiting a crystalline characteristic dissolved therein, and having crude scale paraffin wax and stearic acid anilide to provide an effective bond to the fabric and to prevent crystallization of the active ingredient and dusting off from a fabric to which the insecticide is applied.

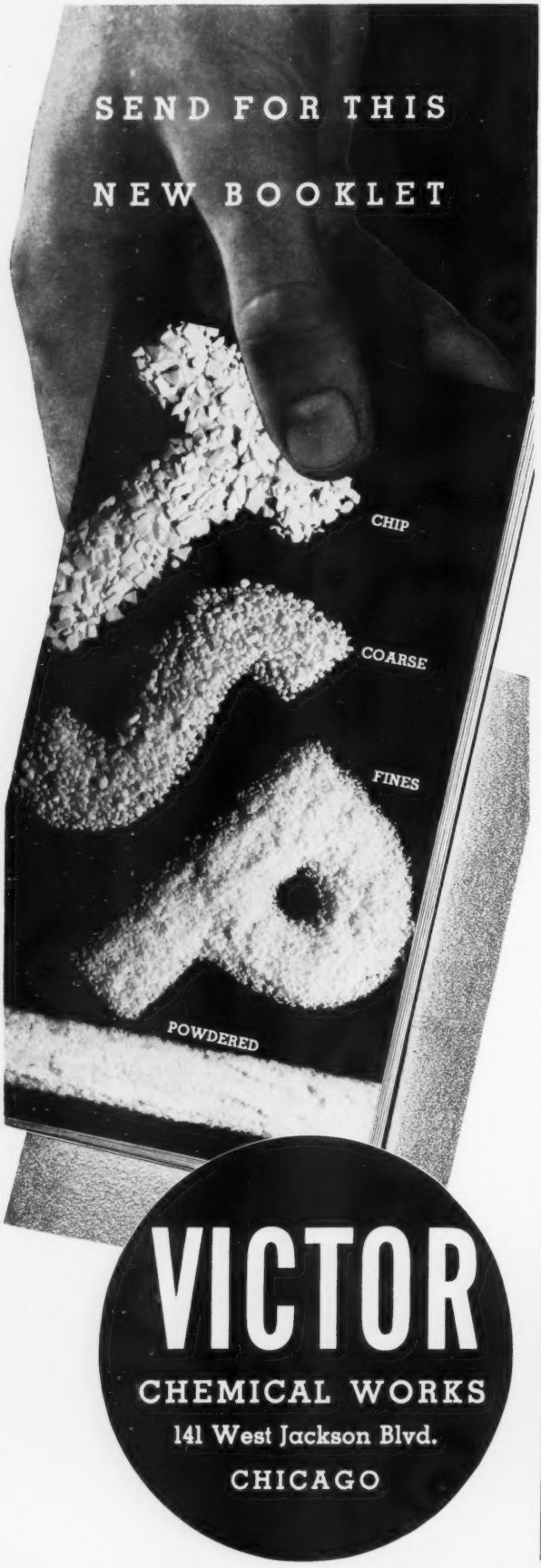
The All-India Soap Makers' Association has adopted standard specifications for milled toilet soap as follows: The finished soap should not be brittle, should be free from objectionable odor and should not turn rancid within six months. It shall yield not less than 78 per cent of fatty and rosin acids and have a titer not less than 30° C. The total free alkali shall not exceed 0.4 per cent, of which free caustic as Na_2O shall not exceed 0.1 per cent of the soap. *Indian Soap J.* **1,** 92 (1934).

The German Government is reported planning to continue the minimum price guarantee to farmers raising oilseeds. The smaller oil mills are to be guaranteed profitable prices for oil production from linseed and rapeseed. If their output is greater than they are able to dispose of, it will be turned over to the large mills for distribution.

The code authority for the sulfonated oil manufacturing industry has applied for NRA approval of a $20,000 budget. Suggestions or criticisms on the proposed budget were to have been filed with deputy administrator, Ovid E. Roberts before December 7.

The Philippines are reported to have so much copra that they do not know what to do with it all. In order to aid the small farmer, the *Philippine Agriculturist* has published simple directions for making soap from coconut oil in the home. This includes pressing out the oil.

A new idea in fashion shows was demonstrated recently under the auspices of the Laundryowners National Association. Several stores furnished new washable garments, bedding, drapes and so on, all in pairs. Half of each set was laundered 10 times and then put on display with the unlaundered half. Retailers and manufacturers were glad to make the loans, which were displayed under the name of the store or firm lending them. Housewives were duly impressed with the washability of all sorts of fabrics and articles.



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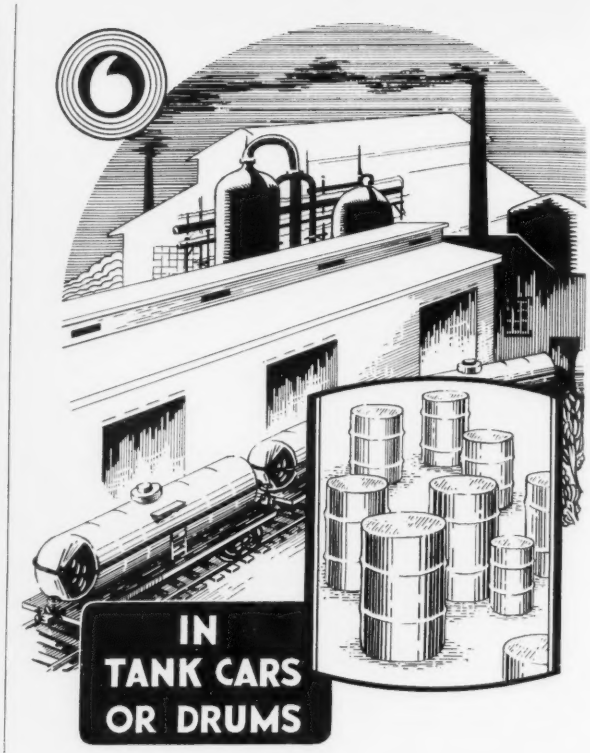

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CONTRACTS AWARDED

The following awards have been made on various soaps for the Chicago U. S. Army Quartermaster: Day & Frick, Philadelphia, 3,700 cakes scouring soap, 2.45c.; Hunnewell Soap Co., Cincinnati, 400 cakes grit soap, 2c., and 1,200 cakes, 2.1c.; Colgate-Palmolive-Peet Co., 12,000 lbs. laundry soap, 3.07c., and 20,000 cakes, 3.2c.; Armour & Co., 20,160 lbs. laundry soap, 3.471c. No awards were made on laundry soap, item 4, and scouring soap, item 8.

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Colgate-Palmolive-Peet Co. was low bidder with a quotation of 3.15c. on 36,000 lbs. laundry soap in a recent Washington U. S. Marine Corps bidding. Other bids and bidders were as follows: Procter & Gamble Distributing Co., 3.61c.; George E. Marsh Co., 3.77c.; Kirkman & Son, 3.22c.; Armour & Co., 3.3c.; and Swift & Co., 4.12c.

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Right Polish Co., Bloomfield, N. J., has been awarded a contract on 10,000 cans stove polish for Chicago U. S. Army Quartermaster at a price of 4.5c.

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Samuel M. Sher, Chicago Heights, Ill., was successful bidder on 140,160 lbs. ordinary unwrapped laundry soap for the St. Louis U. S. Army Quartermaster in a recent bidding, with a quotation of 3c. delivered, or 2.79c. f.o.b. Chicago Heights. The award on 10,800 cakes grit soap was made to Day & Frick, Philadelphia, on the basis of 2.25c. for a 11-oz. cake.

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Day & Frick, Philadelphia, has been awarded a contract covering 4,100 11-oz. cakes grit soap for St. Louis U. S. Army Quartermaster at a price of 2.35c. Colgate-Palmolive-Peet Co. awarded 73,440 lbs. unwrapped cake laundry soap on the basis of a quotation of 2.966c. per 16-oz. cake.

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Klen-O-Cids Co., Roselle, Ill., was successful bidder on 480 pints of metal polish for Fort Sam Houston U. S. Army Quartermaster in a recent bidding, with a quotation of 9c. B. T. Babbitt Co., Washington, was awarded 15,024 cans caustic soda at 4.98c.

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Colgate-Palmolive-Peet Co. has been awarded a contract for 60,000 lbs. laundry soap for delivery to Fort Sam Houston U. S. Army Quartermaster at a price of 3.2c.

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Karl Kiefer Machine Co., Cincinnati, has set aside space in its factory to accommodate a display room. One machine of each type made will be put on exhibit.

Soap manufacturers in Germany are now required to be licensed. Since this has gone into effect, greater regulation of the industry has been made possible.

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GERMANY RESTRICTS SOAP FAT USE

To mitigate a shortage of imported oils and fats the German Government recently ruled that manufacturers of soaps restrict their consumption of fats and oils during the balance of 1934 so that the 1934 consumption should not exceed the 1933 figures. In the event that consumption in 1933 was greater than double that in the first half of 1934, then the latter level was to serve as the maximum. In order to spread the available fat supply, manufacturers of soaps are required to use twenty per cent of sodium silicate in all soaps and powders except toilet soaps. This practice, coupled with speculative buying, is reported to have created a scarcity of glycerin.

The new marketing plan for the well-known Cashmere Bouquet Toilet Soap includes the use of this attractive counter display basket.

Market Report on

TALLOW, GREASES, AND OILS

(*As of December 3, 1934*)

NEW YORK—The upward trend of the oil and fat market, interrupted for a short period last month, was resumed with full force this period. A number of sharp gains in price were recorded, most of the substantial ones being registered in the edible group. The very definite shortage of fats has caused users to draw rather heavily on foreign stocks over the past few months, and with these now showing signs of petering out, additional impetus is lent to the upward movement. A very important factor in the situation is that the fat-producing animal population of this country has been depleted about twenty per cent over the past year, and even if replenishment of the stock of cattle were started at once, which is not in prospect, there would still be an unavoidable lag of several years before the fat-producing animal population could be restored to its previous level. The administration seems to have succeeded surprisingly well in its avowed purpose of raising oil and fat prices.

COCONUT OIL

Coconut oil firmed considerably in domestic markets this period after easing off last month. The stronger position of other oils was a factor, and the report of damage to the Philippine crop from the recent typhoon lent additional strength to both copra and coconut oil.

CORN OIL

Corn oil was a cent a pound higher this period, with mill tanks quoted nominally at 9c. Supplies on spot continue light, with no increase in offerings by domestic producers. Foreign importations have been heavy, drawing down stocks abroad substantially.

COTTON OIL

With offerings of crude oil light, quotations on crude moved into new high ground this period, at one point reaching 9c. lb. Strength of competing products was a factor, as was the more optimistic attitude of traders. The latter now seem more bullish as a result of upward movements in commodity and security markets throughout the month.

PALM OIL

Palm oil advanced fractionally this period, with the market now ranging between 3⅛c. and 3½c. lb., depending on grade and delivery date. There was a fair demand for soap use, due to the firmer position of some competing products.

SOYABEAN OIL

Domestic producers advanced prices a cent a pound this period as heavier demand and advancing prices on other edible oils combined to make this step seem advisable. The current quotation is 7½c. lb.

TALLOW

Tallow was one of the few soap raw materials which failed to move into higher territory this period, making it a more attractive buy for soap use than some competing products. Quotations on city extra remained on the basis of 4⅞c. for city extra.

BRITISH WHALING RESEARCH SHIP SAILS

The British Royal research ship, William Scoresby, left London late in October on the first stage of a whale-marking expedition in the Antarctic. She is expected to be away for about six months. The William Scoresby is a small vessel of the trawler type, and was specially built for scientific whaling observations in the Antarctic. She was placed in commission in 1926, and the present journey is her fourth commission. She is now proceeding to Capetown, and thence will go to the ice edge in the vicinity of Bouvet Island and Enderby Land, which are the principal areas for floating whale factories.

Christmas will be spent on the ice pack near Enderby Land, and the vessel will remain in the whaling grounds for about three months. Her precise movements will be largely decided by G. W. Rayner, who is in charge of the experiments. The ship will probably return in the spring, as also will the Discovery II, which is already engaged in whaling research in the South. The investigations to be undertaken are part of a scheme to which the William Scoresby has been previously employed, as also have the Discovery and Discovery II. The investigations are under the direction of the Discovery Committee, acting on behalf of the Falklands Islands Government under instruction from the Secretary of State for the Colonies.

Imports of castile soap into United States during the first three quarters of 1934 totaled 1,458,903 lbs., worth $169,485, as compared with 1,564,659 lbs., valued at $131,279, in the corresponding period of 1933, the increase in value being largely due to the decreased value of the dollar on foreign exchanges. Imports of toilet soaps were 318,450 lbs., worth $120,435 for the first three quarters of 1934, as compared with 380,476 lbs., valued at $103,511, in the same period of 1933. Imports of all other soaps in the January to September period of 1934 aggregated 1,149,029 lbs., worth $117,026, as against 1,005,973 lbs. worth $89,755, in the corresponding period of 1933.

Acme Exterminator Co., Baltimore, has recently moved to 2305 Edgemont Road.

Market Report on

SOAP AND DISINFECTANT CHEMICALS

(*As of December* 3, 1934)

NEW YORK—As the market moved into the final month of the year, chemical producers were busy with 1935 contracting. They reported satisfactory progress generally, and there seemed to be no signs of any startling developments in the 1935 contract situation. One feature of the new contracts is that they are being written in many cases on a three months' basis, with provision for any necessary adjustment at the end of that time. Producers are also protected against any unexpected advance in cost which might result from imposition of special processing or other taxes. Shipments are showing their usual seasonal tendency to fall off, as buyers restrict purchases with an eye to keeping year-end inventories as low as possible.

ALKALIS

Producers have had almost two months to work on 1935 contracts as a result of their rather early start this year. They report satisfactory progress and a firm tone to prices. In view of the substantial productive capacity which has been added recently by the opening of two new plants, the stability of prices is even more remarkable. One change of price in the new schedule on soda products has been announced—sal soda drops 5c. per hundred pounds on metropolitan deliveries. This drop results from rather keen competition on this item locally over the past year. The works price remains unchanged.

NAPHTHALENE

Quiet conditions prevailed in the naphthalene market following the announcement last period of a reduction of half a cent a pound in the base price on naphthalene contracts for 1935.

GLYCERIN

Crude again advanced fractionally this period, as offerings continued light. The margin between crude and refined seems now in line for readjustment, as there is little possibility of profit for refiners at present levels. Saponification glycerin is now quoted at 10 to 10¼c. lb.

ROSIN

Trading was practically at a standstill in the rosin market this period, with quotations held on a nominal basis. Receipts have continued heavy, with the result that stocks are now considerably above their level of a year ago.

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Corrosion in a soap plant depreciates the capital value of a plant, lessens its working efficiency, and contaminates the products being processed. Metallic soaps formed by the interaction of fatty acids and metals have an accelerating effect on the rancidity of oils and fats. The presence of mineral impurities in soaps has been shown to change the odor of delicate perfumes, and to produce color changes in certain types of toilet soaps.

In choosing the right metal for plant construction, the following factors should be considered: 1. The comparative ability of the metal to withstand the corrosive action of the fatty acids under normal working conditions, and the contaminating effect of the metallic soaps on the oils, fats and soaps. 2. The physical properties of the metal in relation to the requirements of the plant. 3. The cost of the metal, rate of depreciation, scrap value, and the convenience of obtaining replacements at comparatively short notice. Paul I. Smith. *Soap, Perfumery and Cosmetics Trade Rev.* **7,** No. 9, 8, (1934).

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F. T. C. CITES BRISTOL-MYERS

Maintenance of a resale pricing system in violation of the Federal Trade Commission Act has been charged against Bristol-Myers Co., New York, drugs and toilet preparations, in an order by the Commission, December 5. Among price maintenance methods used were announcements to customers that the company would thereafter select as customers only those who adopted and carried out its sales policy; obtaining of agreements from retailers that they would maintain the suggested prices, and obtaining cooperation of customers in inducing other customers and other dealers to observe the suggested prices. According to the complaint, the result of these practices was that retailers were constrained to sell at uniform prices suggested by respondent, so that all price competition among such retailers was destroyed, prices to the consuming public were held at an artificial, high level, and the consuming public was denied the benefits to accrue from competition among retailers. The Commission has allowed until Friday, January 4, 1935, for the respondent to show cause why an order to cease and desist from the alleged practices should not be issued.

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The present use of sodium silicate in soap in Germany should not be considered as producing soap of inferior quality. The inclusion of silicate gives the added benefit of an alkaline salt which acts as a soap aid. It also improves the effect when used with hard water. Several references are quoted from American literature to prove these points. W. Prosch. *Seifensieder-Ztg.* **61,** 853-4 (1934).

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Pfaltz & Bauer, Inc., New York, have published a leaflet describing "Fixanal" preparations for making volumetric solutions. The leaflet also includes general data regarding the correct use of volumetric solutions.

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Palm Kernel Oil	Lard Oil	Chlorophyll	Bath Powder
Stearic Acid	Palm Oil	Soda Ash	Modified Soda
Oleo Stearine	Corn Oil	Sal Soda	Caustic Soda
Soya Bean Oil	Peanut Oil	Talc	Silicate of Soda
Palm Kernel Oil (English or German Denatured)	Grease (Animal)		Meta Silicate and Metso

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Market Report on

ESSENTIAL OILS AND AROMATICS

(*As of December* 3, 1934)

NEW YORK—The essential oil market was a rather quiet affair this period and the prospect is that it will continue so from now through the end of the year. Buyers are showing the usual seasonal tendency to purchase only such stocks as they absolutely must have, with a view to keeping inventories low over the turn of the year. Price changes were few in number this period, with the declines rather outnumbering the advances. Most of the concessions, however, were made in oils little used in perfuming of soap and sanitary products. The most conspicuous advance of the period affected lavender oil which was again sharply higher.

ANISE OIL

Anise oil again eased off a cent a pound this period, bringing the inside quotation down to 40c. per pound. The drop was traceable to light demand, as replacement quotations have shown no tendency to weaken.

BOIS DE ROSE

Cayenne oil was reduced in price by one supplier early this period, bringing the inside quotation down to $2.80 per pound. Other sellers showed no similar tendency to scale their prices down from the previous figure, which was generally $2.90. With replacement costs still high, and stocks in the hands of sellers representing supplies purchased at higher levels, the market still can be called distinctly firm in spite of the month's lower quotation.

CANANGA OIL

Although demand continued light this period, there was no further weakness in the price of cananga oil this period. Small stocks and the lack of prospect of early replacements were factors which kept the market steady.

CASSIA OIL

Lack of demand, coupled with desire of sellers to move stocks, combined to force a decline in cassia oil this period. The market was highly competitive and the inside quotation was forced down to $1.15 per pound.

CLOVE OIL

Quotations on clove oil were reduced several cents a pound this period by most sources of supply, the reduction being in line with reduced costs of raw material. The current range is from 89 to 91c. per pound.

LAVENDER OIL

The advance in lavender oil was the outstanding development of the period on the plus side of the price sheet. The primary market was definitely firmer and exerted considerable pressure on the local market to force higher prices. Oil of thirty per cent grade was advanced twenty-five cents by some sellers, bringing the inside quotation up to $2.75 per pound. Prices on higher grades are also due for an advance, it is reported, and the announcement is only being delayed pending decision as to how much of an advance will be made.

PALM OIL EXPORT DUTY CUT

The main feature of the concluding meeting of the Nigerian Legislative Council, held late in October at Lagos, was a reduction in the export duty on palm kernels and palm oil by 7s. 6d. and 12s. 6d. ($1.85 and $3.10) per ton respectively. Local prices were increased by these amounts, but the fall in the price in European markets has caused a subsequent decrease at Lagos. It is estimated that the loss of revenue will amount to £176,000 ($880,000), but this is more than covered by the 10 per cent surtax on dutiable imports, together with additional import duties on gasoline and dried fish, which are expected to bring in a total of £210,000 ($1,050,000).

The 2nd annual meeting of the Packaging Machinery Manufacturers Institute was held recently in Chicago, at the Edgewater Beach Hotel. The following new directors were elected for three year terms: K. D. Doble, Pneumatic Scale Corp., C. E. Schaeffer, Stokes & Smith Co., and Wallace D. Kimball, Standard-Knapp Corp. With the following they constitute the board of directors: H. H. Leonard, Consolidated Packaging Machinery Corp., H. K. Becker, Peters Machinery Co., Roger L. Putnam, Package Machinery Co., A. G. Hatch, M. D. Knowlton Co., G. P. Fuller, Dexter Folder Co., and Morehead Patterson, American Machine & Foundry Co. The board re-elected the following officers: president, H. H. Leonard, vice-presidents, H. K. Becker and R. L. Putnam.

STANDARDIZATION OF GLASS FINISHES, by T. L. Taliaferro, Phoenix-Hermetic Co. 44 pages. 6 x 9. This attractively printed booklet by a man who has long served as a member of the Standardization Committee of the Glass Container Association tells the story of how the present standards for glass finishes were started and how they were developed. An appendix shows a series of photographic reproductions of typical glass finishes and screw caps, pointing out graphically how various common cap troubles are caused.

J. H. Day Co., Cincinnati, has prepared a booklet describing its new gyrating screens for use in separating powdered materials.

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CURRENT PRICE QUOTATIONS

(As of December 3, 1934)

Minimum Prices are for car lots and large quantities. Price range represents variation in quotations from different suppliers and for varying quantities.

Chemicals

Acetone, C. P., drums	lb.	.08½	.10
Acid, Boric, bbls., 99½%	ton	95.00	100.00
Cresylic, 97½ dk., drums	gal.	—	.55
97-99%, pale, drums	gal.	—	.60
Oxalic, bbls	lb.	.11	.11¼
Adeps Lanae, hydrous, bbls	lb.	.14	.15
Anhydrous, bbls	lb.	.15	.16
Alcohol, Ethyl, U. S. P., bbls	gal.	2.45	2.69
Complete Denat., No. 5, drums., ex. gal.		.34	.42
Alum. Potash lump	lb.	.03	.03¼
Ammonia Water, 260, drums, wks.	lb.	.02½	.02¾
Ammonium Carbonate, tech., bbls.	lb.	.08	.12½
Bleaching Powder, drums	100 lb.	1.75	2.35
Borax, pd., cryst., bbls., kegs	ton	50.00	55.00
Carbon Tetrachloride, car lots	lb.	—	.05¼
L. C. L.	lb.	.06	.08½
Caustic, see Soda Caustic, Potash Caustic			
China Clay, filler	ton	10.00	25.00
Cresol, U. S. P., drums	lb.	.11	.11½
Creosote Oil	gal.	.11½	.12½
Feldspar (200 to 325 mesh)	ton	14.00	15.00
Formaldehyde, bbls	lb.	.06	.07
Fullers Earth	ton	15.00	24.00
Glycerine, C. P., drums	lb.	.14	.14½
Dynamite, drums	lb.	.13¾	.14¼
Saponification, drums	lb.	.10	.10¼
Soaps, Lye, drums	lb.	.09	.09¼
Hexalin, drums	lb.	—	.30
Kieselguhr, bags	ton	—	35.00
Lanolin, see Adeps Lanae.			
Lime, live, bbls	per bbl.	1.70	2.20
Mercury Bichloride, kegs	lb.	.93	1.08
Naphthalene, ref. flakes, bbls	lb.	.05½	.06¼
Nitrobenzene (Myrbane) drums	lb.	.09½	.11
Paradichlorbenzene, bbls., kegs	lb.	.16	.25
Paraformaldehyde, kegs	lb.	.38	.39
Petrolatum, bbls. (as to color)	lb.	.01⅞	.06¾
Phenol, (Carbolic Acid), drums	lb.	.14¼	.16
Pine Oil, bbls	gal.	.59	.65
Potash, Caustic, drums	lb.	.06¼	.06½
Flake	lb.	.07	.07¼
Potassium Bichromate, casks	lb.	.08⅛	.08⅝
Pumice Stone, powd	100 lb.	2.50	4.00
Rosins (600 lb. bbls. gross for net)—			
Grade B to H, basis 280 lbs.	bbl.	5.25	5.75
Grade K to N	bbl.	5.75	5.80
Grade WG and X	bbl.	6.10	6.40
Wood	bbl.	4.30	6.05
Rotten Stone, pwd. bbls	lb.	.02½	.04½
Silica, Ref., floated	ton	18.00	22.00
Soap, Mottled	lb.	.04⅛	.04⅜
Olive Castile, bars	lb.	.13	.19
powder	lb.	.21	.25
Olive Oil Foot	lb.	.07	.07½
Powdered White, U. S. P.	lb.	.16	.20
Green, U. S. P.	lb.	.06½	.08
Tallow Chips	lb.	.06¾	.07¼
Whale Oil, bbls	lb.	.05	.06
Soda Ash, cont., wks., bags, bbls.	100 lb.	1.23	1.50
Car lots, in bulk	100 lb.	—	1.05
Soda Caustic, cont., wks., sld	100 lb.	—	2.60
Flake	100 lb.	—	3.00
Liquid, tanks	100 lb.	—	2.25
Soda Sal., bbls.	100 lb.	1.10	1.30
Sodium Chloride (Salt)	ton	11.40	14.00
Sodium Fluoride, bbls	lb.	.07½	.09¼
Sodium Hydrosulphite, bbls	lb.	—	.22
Sodium Silicate, 40 deg., drum.	100 lb.	—	.80
Drums, 60 deg. wks	100 lb.	—	1.65
In tanks, 15c. less per hundred, wks.			
Tar Acid Oils, 15-25%	gal.	.21	.25
Trisodium Phosphate, bags, bbls.	lb.	.03	.0355
Zinc Oxide, lead free	lb.	.06	.06¼
Zinc Stearate, bbls	lb.	.18	.19

Oils — Fats — Greases

Castor, No. 1, bbls	lb.	.10¼	.11
No. 3, bbls	lb.	.09¾	.10½
Coconut			
Manila, tanks, N. Y.	lb.	—	.03⅜
Tanks, Pacific coast	lb.	—	.03⅛
Drums	lb.	—	.04⅜
Cod, Newfoundland, bbls.	gal.	.38	.39
Copra, bulk, coast	lb.	.0165	.0168
Corn, tanks, mills	lb.	.09	Nom.
Bbls., N. Y.	lb.	.10	Nom.
Cottonseed, crude, tanks, mill	lb.	.08¾	.09
PSY	lb.	—	Nom.
Degras, Amer., bbls.	lb.	.04¼	.05
English, bbls.	lb.	.05½	Nom.
German, bbls.	lb.	.05½	Nom.
Neutral, bbls.	lb.	.09	.11
Greases, choce white, bbls., N. Y.	lb.	.04¾	.05¼
Yellow	lb.	.04½	.04⅝
House	lb.	.04½	.04⅝
Lard, City	lb.	.11¾	.12
Compound tierces	lb.	.11¾	.12
Lard Oil,			
Extra, bbls.	lb.	—	.08½
Extra, No. 1, bbls.	lb.	—	.08¼
No. 2, bbls.	lb.	—	.07½
Linseed, raw, bbls., spot	lb.	.0890	.0930
Tanks, raw	lb.	—	.0830
Boiled, 5 bbls. lots	lb.	—	.1010
Menhaden, Crude, tanks, Balt.	gal.	.20	.24
Oleo Oil, No. 1, bbls., N. Y.	lb.	—	.11⅛
No. 2 bbls., N. Y.	lb.	—	.10⅞
Olive, denatured, bbls., N. Y.	gal.	.84	.86
Foots, bbls., N. Y.	lb.	.07⅛	.07¼
Palm	lb.	.03¼	.03½
Palm Kernel, casks, denatured	lb.	—	.03
Peanut, domestic tanks	lb.	.08¾	Nom.
Red Oil, distilled, bbls.	lb.	.07⅜	.08⅜
Saponified, bbls.	lb.	.07⅜	.08⅜
Tanks	lb.	—	.06½
Soya Bean, domestic tanks, N. Y.	lb.	—	.07½
Stearic Acid			
Double pressed	lb.	.10	.11
Triple pressed, bgs.	lb.	12¾	.13¾
Stearine, oleo, bbls.	lb.	.08½	.08¾
Tallow, special, f.o.b. plant	lb.	—	.04¾
City, ex. loose, f.o.b. plant	lb.	—	.04⅞
Tallow, oils, acidless, tanks, N. Y.	lb.	—	.07½
Bbls., c/l, N. Y.	lb.	—	.08
Whale, crude	lb.	.03½	.04
refined	lb.	.06¾	.07

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SUPER-CONCENTRATED COCOANUT OIL LIQUID SOAP

For use in place of liquid soap base. You can make a 15% liquid soap from SUPER-CONCENTRATE at the cost of 18c per gallon. Soap percentage guaranteed. No soap base to dissolve. A quicker and easier way to make your liquid soap.

LIQUID TOILET SOAP
Contains glycerine and gives a smooth soothing effect to the skin.

COAL TAR DISINFECTANT
Gives milk white emulsion in water.

CRESOL COMPOUND U.S.P.
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SHAMPOO BASE
OIL SOAP

PINE FLOOR CLEANSER
A liquid floor cleanser having a fragrant pine odor. For cleaning glossy surfaces, tile, rubber, linoleum, etc.

PINE DISINFECTANT
Gives a milk white emulsion in water. Has an unusual pleasant pine odor.

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Plant located in heart of well-populated district, no other soap plant in the locality. Market for raw materials is excellent. A completely equipped modern plant for a new business or a branch plant for a present manufacturer. Can be purchased direct from the owners on an extremely advantageous basis. For further details, communicate with

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254 WEST 31st ST., NEW YORK

(*As of December 3, 1934*)

Essential Oils

Almond, Bitter, U. S. P.	lb.	$2.00	$2.50
Bitter, F. F. P. A.	lb.	2.25	2.75
Sweet, cans	lb.	.60	.65
Anise, cans, U. S. P.	lb.	.40	.45
Apricot, Kernel, cans	lb.	.26	.27
Bay tins		1.25	1.50
Bergamot, coppers	lb.	1.45	1.70
Artificial	lb.	1.00	1.30
Birch Tar, rect., tins	lb.	.65	.75
Crude, tins	lb.	.14	.20
Bois de Rose, Brazilian	lb.	1.25	1.40
Cayenne	lb.	2.80	2.90
Cade, cans	lb.	.26	.30
Cajuput, native, tins	lb.	.50	.60
Calamus, tins	lb.	3.25	3.50
Camphor, Sassy, drums	lb.	—	.19
White, drums	lb.	—	.20
Cananga, native, tins	lb.	2.10	2.40
Rectified, tins	lb.	2.50	3.00
Caraway Seed	lb.	1.90	2.20
Cassia, Redistilled, U. S. P.	lb.	1.20	1.25
drums	lb.	—	1.15
Cedar Leaf, tins	lb.	.65	.70
Cedar Wood, light, drums	lb.	.25	.28
Citronella, Java, drums	lb.	.32	.37
Citronella, Ceylon, drums	lb.	.24	.30
Cloves, U. S. P., tins	lb.	.89	.91
Eucalyptus, Austl., U. S. P., cans	lb.	.27	.30
Fennel, U. S. P., tins	lb.	1.00	1.25
Geranium, African, cans	lb.	4.75	7.25
Bourbon, tins	lb.	4.35	6.50
Hemlock, tins	lb.	.70	.75
Lavender, U. S. P., tins	lb.	2.75	6.00
Spike, Spanish, cans	lb.	1.20	1.60
Lemon, Ital., U. S. P.	lb.	1.00	1.20
Lemongrass, native, cans	lb.	.85	1.10
Linaloe, Mex., cases	lb.	1.35	1.50
Nutmeg, U. S. P., tins	lb.	1.20	1.35
Orange, Sweet W. Ind., tins	lb.	1.60	1.85
Italian cop	lb.	1.50	2.25
Distilled	lb.	.65	.70
Origanum, cans, tech	lb.	.25	.50
Patchouli	lb.	2.50	3.50
Pennyroyal, dom.	lb.	1.85	1.90
Imported	lb.	1.35	1.70
Peppermint, nat., cases		3.05	3.60
Redis., U. S. P., cases	lb.	3.25	3.90
Petit, Grain, S. A. tins	lb.	1.05	1.10
Pine Needle, Siberian	lb.	.85	.90
Rose, Natural	oz.	5.50	18.00
Artificial	oz.	2.00	3.00
Rosemary, U. S. P., tins	lb.	.32	.38
Tech., lb. tins	lb.	.28	.35
Sandalwood, E. Ind., U. S. P.	lb.	5.50	5.75
Sassafras, U. S. P.	lb.	.75	1.00
Artificial	lb.	—	.45
Spearmint, red, U. S. P.	lb.	1.75	2.10
Thyme, red, U. S. P	lb.	58	1.02
White, U. S. P.	lb.	.65	1.10
Vetivert, Bourbon	lb.	7.50	8.50
Java	lb.	16.00	20.00
Ylang Ylang, Bourbon	lb.	4.60	7.00

Aromatic Chemicals

Acetophenone, C. P.	lb.	$1.50	$2.25
Amyl Cinnamic Aldehyde	lb.	3.50	4.25
Anethol	lb.	1.00	1.10
Benzaldehyde, tech	lb.	.60	.65
U. S. P.	lb.	1.10	1.30
Benzyl, Acetate	lb.	.60	1.00
Alcohol	lb.	.75	1.15
Citral	lb.	1.90	2.20
Citronellal	lb.	2.25	2.50
Citronellol	lb.	2.55	3.00
Citronellyl Acetate	lb.	4.50	7.00
Coumarin	lb.	3.10	3.30
Cymene, drums	gal.	.90	1.25
Diphenyl oxide	lb.	1.05	1.25
Eucalyptol, U. S. P.	lb.	.62	.65
Eugenol, U. S. P.	lb.	2.00	2.50
Geraniol, Domestic	lb.	1.25	2.00
Imported	lb.	2.00	3.00
Geranyl Acetate	lb.	3.00	3.50
Heliotropin	lb.	1.85	2.10
Hydroxycitronellal	lb.	3.50	9.00
Indol, C. P.	oz.	2.00	2.50
Ionone	lb.	3.60	6.50
Iso-Eugenol	lb.	3.00	4.25
Linalool	lb.	1.65	2.25
Linalyl Acetate	lb.	3.00	4.25
Menthol	lb.	3.50	3.60
Methyl Acetophenone	lb.	2.50	3.00
Anthranilate	lb.	2.15	3.20
Paracresol	lb.	4.50	6.00
Salicylate, U. S. P.	lb.	.40	.45
Musk Ambrette	lb.	5.75	6.00
Ketone	lb.	6.25	6.50
Moskene	lb.	5.00	6.00
Xylene	lb.	2.00	2.50
Phenylacetaldehyde	lb.	4.00	6.50
Phenylacetic Acid, 1 lb., bot.	lb.	3.00	4.00
Phenylethyl Alcohol, 1 lb. bot.	lb.	4.25	4.50
Rhodinol	lb.	5.75	8.00
Safrol	lb.	.50	.53
Terpineol, C. P., 1,000 lb. drs.	lb.	.33	.35
Cans	lb.	.36	.37
Terpinyl Acetate, 25 lb. cans	lb.	.80	.90
Thymol, U. S. P.	lb.	1.40	1.50
Vanillin, U. S. P.	lb.	4.50	5.75
Yara Yara	lb.	1.30	2.00

Pyrethrum Products

Insect powder, bbls.	lb.	.34	.37
Concentrated Extract			
5 to 1	gal.	2.05	2.10
15 to 1	gal.	5.75	6.00
20 to 1	gal.	7.80	7.85
30 to 1	gal.	11.55	11.60

Gums

Arabic, Amb. Sts.	lb.	.09	.09½
White, powdered	lb.	.13	.13½
Karaya, powdered No. 1	lb.	.08	.09
Tragacanth, Aleppo, No. 1.	lb.	1.15	1.20
Sorts	lb.	.11	.12

Waxes

Bees, white	lb.	—	.33½
African, bgs.	lb.	.21	.22
Refined, yel.	lb.	.25	.26
Candelilla, bgs.	lb.	.13	.14
Carnauba, No. 1.	lb.	.32	.33
No. 2, yel.	lb.	.31	.32
No. 3, chalky	lb.	.19	.21
Ceresin yellow	lb.	.36	.38
Paraffin, ref. 125-130	lb.	.03⅜	.04¼

SPECIALTY SOAPS

LIQUID SOAP BASE

Coco Oil—60%—Natural, Opal, Green

LIQUID SOAPS

Coconut ..... 10% to 45%
Olive Oil ..... 10% to 30%
Colored and Perfumed

SCRUBBING SOAPS

Pine, Sassafras, Plain

LIQUID SHAMPOOS

Coconut Oil .. 30% to 45%
Olive Oil 30%
Castile 30%

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Castile, U. S. P.
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Salt . Caustic Potash . Liquor . Ammonium Bicarbonate . Causticized Ash . Para-Dichlorobenzene . Sodium Nitrite

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PATENTS FOR SOAP ARTICLES

(*From Page 27*)

rests is wet, access of the water either to the soap or label is effectually prevented, so that the cake is not softened and is prevented from adhering to the contacting surface. The cake, moreover, will last longer with the protective coating than without it. (Patent 740,440, Oct. 6, 1903 to R. A. Jones).

Patent 1,205,643, Nov. 21, 1916 to F. M. Knight makes a stiff hollow form of wax paper large enough to comfortably fit the hand when used for washing, comprising two halves tightly but removably fitting together and adapted to be nested when separated and decorated upon its exterior with advertising matter. A thin layer of transparent soap through which the advertising matter may be read is applied to this paper form. Enough soap is applied to last for a single wash or for one day's use in a hotel.

A later Patent 1,441,315, Jan. 9, 1923 to H. L. Walbridge provides complemental hollowed out sections of transparent soap which are joined together. Advertising matter is inserted in the hollow portion.

Another method of providing soap with advertising matter consists in forming an internal open-ended slot in the cake of soap, inserting one end of a flexible ribbon having advertising matter on it into the slot and compressing the soap to bring the walls of the slot into contact with each other and into clamping engagement with the inserted end of the ribbon. (Patent 1,636,709, July 26, 1927 to C. Schmidt).

Cakes of soap have been provided with depressed pockets large enough to hold sheets or pamphlets of advertising matter. The bottom of the depressed pocket has raised letters or cameos for the trade-mark or name of the soap. (Patent 1,657,391, Jan. 24, 1928 to J. C. Haney).

Advertising matter can also be inserted in a cake of soap by first making a pocket in one face of the cake, placing advertising matter in the bottom and closing up the pocket with a plug of transparent soap which is pressed into place and interlocked with the cake of soap. (Patent 1,764,009, June 17, 1930 to S. D. Embree).

(*To be continued*)

BRITISH SOAP INDUSTRY

(*From Page 23*)

are a considerable number of smaller British soaps who have progressed equally in the art of making and selling soap as their larger competitors. The name of Yardley, which has become so well known in the States during the past five years, remains a synonym for English lavender soap, and there are many other products of so-called independent manufacturers which continue to enjoy a wide sale. But behind the development of the British soap industry for the past half century, the name of Lever remains outstanding.

. . . . a new message to all users of fatty acids . . . .

INDUSOIL

A STANDARDIZED BLEND OF FATTY ACIDS

. . . now available with greatly improved odor and in a lighter color. This new fatty acid is priced to compete with the cheapest. In quality, it now competes with the best.

INDUSOIL is used as the equivalent of Red Oil and other fatty acids in cutting oils and greases, textile soaps and specialties, dry cleaning soaps, soluble oils, metal polishes, deinking processes, emulsions for asphalt, insecticides, disinfectants, etc.

INDUSOIL is always available in ample supply, a product of a domestic industry always running in large volume,—and free from any excise tax.

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PRODUCTION SECTION

A section of SOAP devoted to the technology of oils, fats, and soaps published prior to Jan. 1, 1932, as a separate magazine under the title, *Oil & Fat Industries.*

Fat Treatment and Saponification in

HALF-BOILED SOAPS

THE manufacture of soap by the half-boiled process is discussed in a recent issue of *Seifensieder-Zeitung.* As is known, soaps in the chemical sense are salts of higher fatty acids. In aqueous solutions hydrolysis occurs, that is a molecule of soap reacts with a molecule of water to give free caustic alkali and fatty acid. The fatty acid in turn, reacts with another molecule of soap to give an acid salt. A reaction which is perhaps better understood, but which is similar in every way, is the hydrolysis of soda ash in aqueous solution to give first free carbonic acid and then sodium bicarbonate, an acid salt. An aqueous soap solution therefore contains free alkali and an acid fatty-acid salt. The hydrolysis of aqueous soap solutions is depressed by the addition of suitable reagents. Practical use is made of this in the manufacture of soap.

In order to obtain complete saponification, the amount of alkali calculated from the saponification number of the fats does not suffice, since toward the end of the saponification process, the soap formed begins to hydrolyze to give free alkali and an acid fatty-acid salt. In order to repress this reaction, a small excess of alkali is used. How small or how large this excess should be is a matter of varying opinion. In many cases it is necessary that the finished soap be very mild, and for this reason only traces of alkali are allowed. In England at one time, a first-class toilet or household soap could not contain more than 0.02 per cent of free alkali. Later the English commission recognized that this was misleading and changed the requirement to an alkali content of not over 0.12 to 0.15 per cent.

A good soap must be clear and bright, must be free from objectionable odor, and must possess good foaming and detergent action. The soap maker must choose his oils and fats accordingly, so as to blend the right proportion of saturated and unsaturated fatty acids to give the desired qualities to his product. The two most important chemical determinations which are of assistance in this respect are iodine number and saponification number.

Fats such as tallow, palm oil, and hardened oils with a melting point of 40-42° C. and an iodine number between 30 and 70 are suitable materials for the base of household and bar soaps of every kind. Since these fats give soaps which are too hard and which foam only moderately, they are mixed with a certain amount of oils of higher iodine number, such as peanut oil, sun-flower seed oil, and more or less rosin, according to color desired. These oils produce soaps which are readily soluble and which lather easily. Rapeseed and linseed oils are not suitable for the preparation of hard soaps, as they develop rancidity accompanied by yellow spots. Linseed oil also has the property of separating after several months, when it appears in the form of yellow globules on the soap. However, after it has been hardened to a melting point of 40° C. or more, it makes a good substitute for tallow. Cottonseed oil produces an excellent soap. It is necessary to differentiate between English and American cottonseed oil. The American cottonseed oil is satisfactory, but after about six months, the English cottonseed oil produces brown spots on the soap. The cause lies in the difference in the English and American methods of refining. This oil improves lathering power but makes the soap more or less soft, according to the amount added. In order to counterbalance this effect, palm kernel or coconut oil are added to increase hardness. At the same time they promote lathering action.

These fatty materials may be contaminated with mucin, and particles of dirt or iron. In such a case, the most careful control to give a sufficient excess of alkali will not protect the soap. Perfume will disappear quickly

and the soap will acquire a bad odor. Crude tallow may contain particles of flesh. Proteins in the tallow are somewhat difficult to remove. When present in soap, such proteins decompose and give rise to a bad odor, as well as spotty soap. It is therefore advisable to purify fatty materials before saponification by treatment with salt water, dilute sulfuric or hydrochloric acid, and open steam. This pretreatment is of particular advantage when noticeable amounts of iron are present. Iron removal is facilitated by the use of small amounts of hydrosulfite. Sulfuric acid has a dehydrating action on the mucus, which is colloidally suspended. Steam flocculates this matter, which separates readily from the hot oil on standing. Tallow and most oils and fats are made darker by treatment with acid, but they become lighter again after boiling with steam. Soaps prepared from fats treated in this way are lighter, they bleach better, and are improved in odor. If calcium or alkaline earths are present, these are decomposed and calcium precipitated as calcium sulfate. Sodium sulfate or sodium bisulfate remain in solution in the acid used.

Iron may get into the soap during the saponification process, due to the use of rusty vessels or of caustic soda contaminated with iron. In order to avoid this danger or to reduce it to a minimum, wash out the vessel to be used with a dilute solution of caustic soda before use, then rinse out the caustic solution with water.

THE preparation of curd soap or of toilet soap base can be carried out by the half-boiling or the boiling procedure. The details of these two methods will not be described but certain points in connection with the half-boiling process, not usually found in the literature, are worthy of mention. In the first place, the caustic soda must be absolutely free from iron, since no separation occurs in which the iron might be subsequently carried off. Also, the caustic soda should not contain more than 4 per cent of chloride at the outside. Caustic containing more than this is unsuitable for use in the half-boiling process because the high salt content causes the soap to sweat and the soap can not be worked up readily. The fats used must be free from odor. Their color is important only in accordance with the color demanded of the finished product. If neutral fat is to be used, the fat mixture must contain no free fatty acids. If present, these would be saponified immediately by the caustic solution, which would make difficult the preparation of a homogeneous soap mass. Particles of hard caustic soap dissolve with difficulty in this mass. For the preparation of yellow curd soap by the half-boiling process, colored but deodorized fatty acids treated as above, may be used.

An amount of caustic soda solution, 38° Be., calculated from the saponification number of the fat mixture, plus a small excess, is introduced into the vessel with a part of the necessary amount of water. This is heated to about 60° C. For example, if a soap having a fatty acid content of 60 per cent is desired and the saponification number of the fatty acids is 210, the procedure is as follows: Saponify 62-63 parts of fatty acids (the excess is taken because the fatty acids are not 100 per cent in composition), with 29½ parts of soda lye, 38° Be. On the basis of the saponification number, one needs for the saponification of 100 parts of the above fatty acid about 15 parts of caustic soda. Since 32 parts by weight of caustic soda equal 100 parts of soda lye of 38° Be. then 15 parts of caustic soda equal 47 parts of 38° Be. soda lye. If 100 parts of fatty acid equal 47 parts of soda lye, then 63 parts of fatty acid equals 29½ parts of soda lye. This is the amount necessary for complete neutralization of the fatty acids. In order to have the necessary excess, 30½ parts of lye should be taken. Mix this with 4 parts of water and heat to 60° C. Introduce the fatty acids, also warmed to 60°, with continual stirring. Soon a homogeneous mass is formed. To this add ½ part of caustic potash dissolved in 2 parts of hot water. Let the vessel stand well covered for 1 to 2 hours.

At the end of this time test the alkalinity and adjust to 0.2-0.4 per cent of free alkali for curd soap or soap base, according to the size of the forms. After setting, the soap will contain no more than 0.12 to 0.15 per cent of free alkali. After drying the cut soap in the drying room, the alkalinity diminishes slightly, so that finally the soap will contain no more than 0.1 to 0.12 per cent of free alkali.

These soaps are filled in the forms, since they are transferred with difficulty to the cooling presses because of their semi-solid condition. They contain no salt or only a trace, which might have been introduced with the caustic soda. They do not sweat and can be stored for 1 to 2 years under favorable conditions. This statement has been verified by experience. Such soaps are never sharp. Failure of the soap to measure up to standard can usually be attributed to lack of care in adjusting the alkali content.

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The salting out of soap, glycerine is divided between the underlying liquor and the water in the soap in the proportion of 11:10. Using a fat mixture of 85 parts of tallow and 15 parts of seed oil as a basis for calculation, and soap with a fatty acid content of 62 per cent, theoretically 11 parts of glycerine would be obtained. The glycerine content of the first salting liquor would be 11 per cent, of the second 6-7 per cent and of the third 3-4 per cent. By calculation, after salting out 6 times, about 97 per cent of the glycerine content of the soap theoretically present is separated. C. Bergall, *Seifensieder-Ztg.* **61,** 814-5 (1934).

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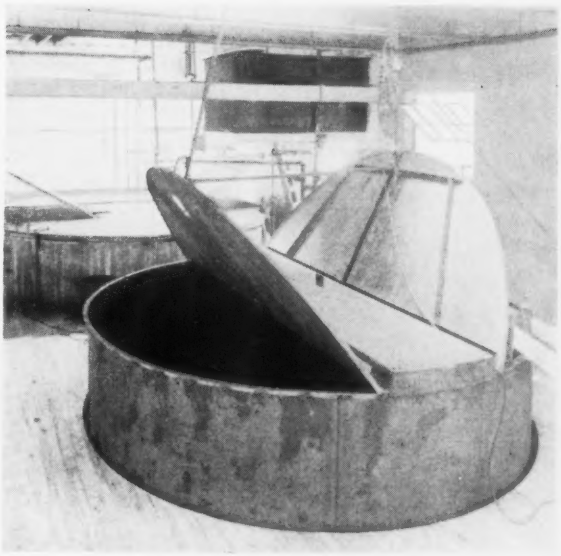
Acids from propionic acid up, both saturated and unsaturated, become ketonic through exposure to light just as glycerol does. Atmospheric oxygen favors ketone formation although the phenomenon also takes place upon exposure to light in the absence of oxygen. H. Schmalfuss, H. Werner and A. Gehrke. *Margarine Ind.* **26,** 3-4.

Nickel Lined Soap Kettles

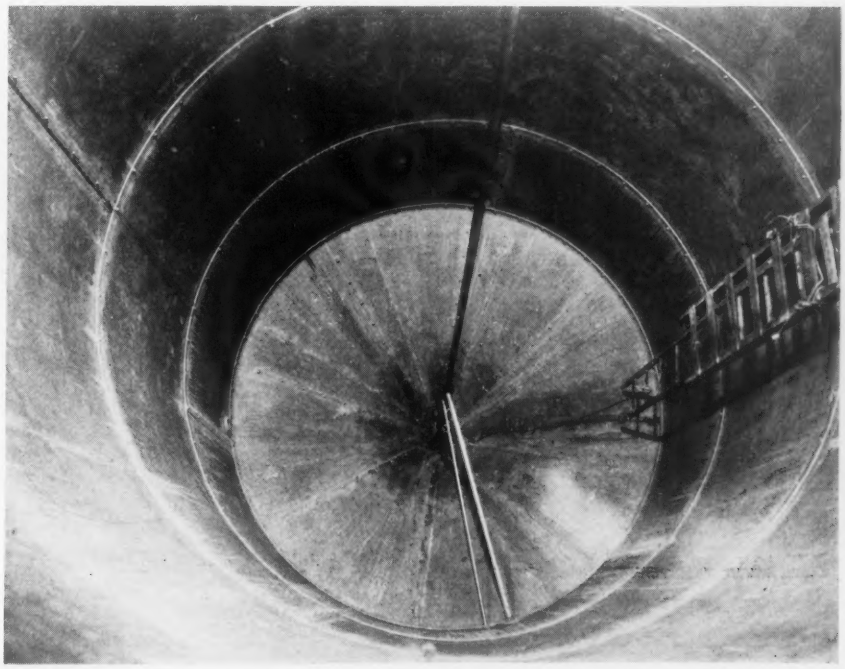
FOR boiling white toilet soaps, the trend becomes pronounced away from the ordinary sheet steel kettle. The popularity of white soaps and the difficulties which have been encountered in their manufacture due to iron impurities getting into the finished product and causing discoloration, account for the increasing popularity of corrosion-proof equipment. Stainless steel, nickel alloys, nickel-clad steel, and pure nickel equipment are apparently coming into ever widening use among soap makers in spite of the materially higher initial cost of the equipment. Ordinary iron rust and other iron compounds are not only a source of much trouble in discoloring toilet soaps and other white soaps, but they are also believed to play the part of a catalyst in the development of rancidity. For some years, certain soap manufacturers have been extremely particular in regard to the iron content of their alkalies, salt and other chemical raw materials. One or two buy only caustic soda which is practically iron free.

One of the latest installations in corrosion-proof equipment in the soap industry is a modern kettle at the plant of a prominent Pacific Coast manufacturer. The material used in this new equipment is nickel-clad steel for the kettle and pure nickel coils and piping. The kettle, composed of four courses between its butterfly cover and conical bottom, is 15 feet in diameter. The straight portion, from the top of the kettle to the top of the cone, is 22 feet in height. The cone is 7 feet high on the vertical, making a total height for the kettle of



29 feet. The cone was made from plates 3/8 inch thick, while the bottom vertical course plates are 5/16 inch thick, second and third course plates are 1/4 inch thick and the fourth or top course plates were 3/16 inch thick. The kettle is arc welded throughout. All of the plates were clad with solid nickel on one side to the extent of 10 per cent of the total plate thickness, with black oxide finish on the nickel surface.

In the processing of fine soaps in this kettle, the fluid



Looking down into the new nickel lined kettle. Total depth to bottom of cone is 29 feet.

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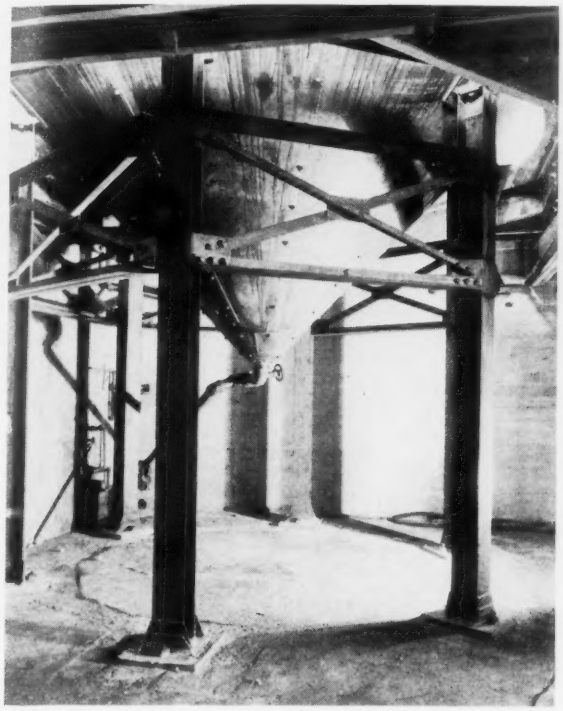
mixture comes in contact only with nickel surfaces. The nickel surface is immune to rust and corrosion frequently met in ordinary steel kettles particularly at and above the top liquid level, which condition not only causes costly contamination and discoloration of the product, but shortens equipment life.

The nickel-clad steel used is a joint development of



View of the conical bottom of the new kettle installation.

The International Nickel Company of New York and Lukens Steel Company of Coatesville, Pa. The kettle was manufactured by the Southwest Welding & Manufacturing Co. of Alhambra, Calif. The material is produced by the hot rolling and bending a light layer of nickel and a heavier layer of steel. The nickel layer can be any desired proportion of the total plate thickness, from 10 per cent up. The bond of the nickel layer to the steel base is obtained through thermal diffusion which forms a solid solution alloy at the interface, and there is no separation of the layers under normal conditions of temperature changes, pressure, vacuum, or mechanical shock. The material is finding increasing application not only in soap boiling kettles and crutchers, but also in storage tanks, hoppers, cooling forms, amalgamators, caustic soda tanks and other soap-making equipment.

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Sesame seed oil is processed by subjecting it to a refining treatment to remove free fatty acids more or less completely and give a substantially neutral product. This is hydrogenated to the desired extent. The Industrial Patents Corporation. Canadian Patent No. 345,681.

POWDERED TOILET SOAP

A new proposed specification for powdered toilet soap has been issued by the Technical Committee on Soaps and Soap Products of the Federal Specifications Board, Bureau of Standards. The new tentative specification is being submitted to manufacturers in order to secure comments, criticisms, and suggested changes before it is promulgated by the Federal Specifications Board for use in purchasing by various departments of the Government.

Comments and suggested changes should be addressed to F. W. Smither, Federal Specifications Board, Bureau of Standards, Washington, D. C. Copies of the complete specification may be secured from the same source. The chief requirements of the specification are as follows:

General Requirements—D-1. Powdered, toilet soap for use in dispensers shall be a thoroughly saponified soap in powdered form, made from soda and fats; shall be uncolored and mildly perfumed, unless otherwise specified; shall be a uniform, free-flowing, non-caking powder; and shall lather freely when used with cold, soft, water.

Detail Requirements—E-1a. The material shall be a uniform, free-flowing, non-caking powder and shall lather freely when used with soft water at room temperatures.

Odor—Shall be mildly perfumed, unless otherwise specified. If desired, shall conform to the odor of a sample mutually agreed upon by buyer and seller. The mutually agreed upon sample shall be kept in an airtight, closed container for comparison with samples from deliveries. Color—Shall be uncolored, unless otherwise specified. Matter volatile at 105° to 110° C. shall not exceed 6 per cent. Deliveries which yield more than 6 per cent of volatile matter shall be rejected without further test. The sum of free alkali, total matter insoluble in alcohol, and sodium chloride shall not exceed 2.0 per cent. Free alkali, calculated as sodium hydroxide (NaOH), shall not exceed 0.1 per cent. Matter insoluble in water shall not exceed 0.2 per cent. Rosin, sugar, and foreign matter shall not be present.

The material shall meet the following fineness requirements:

Retained on	*Minimum Per cent*	*Maximum Per cent*
No. 12 sieve	..	0.5
No. 45 sieve	50	..
No. 100 sieve	90	..

Computation—The percentage of matter volatile at 105° to 110° C. will be computed on the basis of the soap as received, but all other constituents will be calculated to the basis of material containing 5 per cent of matter volatile at 105° to 110° C.

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The ammonolysis, that is reaction with ammonia, of fatty oils proceeds similarly to the hydrolysis of fats with water, except that acid amides result in place of fatty acids. Such a reaction was carried out experimentally in a bomb with 100 grams of fatty oil and 50 cc. of liquid ammonia at a temperature of 150° F. for 1 hour and a pressure of 80-100 atmospheres. Olive, coconut, castor, fish, walrus, Chinese wood and linseed oils all yielded solid products. The use of sodium, caustic potash, zinc chloride, calcium chloride, carbon, ether, water, benzene or alcohol as catalyzer failed to accelerate the reaction greatly. Ryohei Oda. *Sci. Papers Inst. Phys. Chem. Research* (Tokyo). **24**, No. 510, 171-3 (1934).

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ON PRODUCTS AND PROCESSES

A new use for bone glue is as a base in the manufacture of soap. Its addition presents numerous advantages in manufacture, for it increases the solidity of the soap base, and thus facilitates plodding, which is rendered possible with a much higher moisture content than is usual with flaked soap. In the manufacture of household soap, the greater hardness of the base reduces the time of cooling in the molds, and facilitates the stamping of the soap. Also, the qualities of ordinary soap are improved as regards cleaning power and lather. *Chemical Trade J.* **95**, 201 (1934).

Superfatting is recommended for soaps as the best means to make them non-irritating to the skin. Admixture with 1 to 2 per cent of the following is suggested: Heat 700 parts of beeswax with 1500 parts of lanolin to 80° C. Add a hot solution of 62 parts of borax in 3000 parts of water. Melt 400 parts of stearine with 1500 parts of lanolin and stir into the above emulsion. One to three per cent of the following may be added to the usual soap stock: Mix 470 parts of stearine with 500 parts of purified mineral oil and 30 parts of sodium bicarbonate. A third superfatting agent contains a small amount of casein, which is a good foaming agent. *Seifen-, Oel- and Fett Industrie* **20**, 302 (1934).

Raw sulfate soft soap, by-product of pulp manufacture, is purified by treatment with hydrogen peroxide, after which it is filtered and salted out. This removes iron oxide and other minerals such as loam, sand and lime salts. The procedure is repeated and the soap is then bleached with sodium hypochlorite solution. The final product is a light-colored soft soap without the characteristic sulfate odor. Ewald Pyhala. *Zellstoff und Papier* **14**, 273-6 (1934).

Fabric was soiled by immersion in a suspension of carbon black in a mixture of petrolatum, linseed oil, sawdust and oleic acid. It was then washed in a washing machine with water only, and with solutions of Lux, sodium oleate, Igepon T, and sodium cetyl sulfate. The whiteness of the goods washed with the different detergents was measured with the Pulfrich photometer. Successive washings remove dirt according to the Maxwell-Boltzmann law of partition, which permits the calculation of an index for the detergent power of each soap. On the basis of 1 for the detergent action of water, the values for the soaps were: sodium oleate 2.63, Lux 3.92, Igepon T 3.57, and sodium cetyl sulfate 5.92. L. Szego and G. Beretta. *Giorn. chim. ind. applicata* **16**, 281-4 (1934).

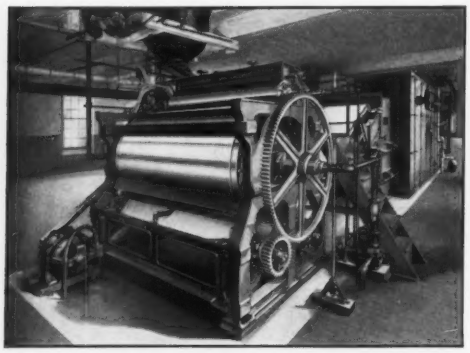
In making soap with a fatty acid content of 50 to 52 per cent, 32 to 33 parts of sodium silicate are used with 2 parts of 38° Be caustic soda solution and 8 to 10 parts of 20° Be. caustic potash solution. This should saponify 100 parts of fatty acids. The slight increase in cost from using caustic potash instead of caustic soda is probably justified by the better properties of the soap. From 60 to 70 per cent of coconut or palm kernel oil fatty acids may be used. By importing the crude copra rather than the oil, the fatty acids can be obtained fairly cheaply in Germany. *Seifensieder-Ztg.* **61**, 811-4 (1934).

A cleaning composition consists of a soap dissolved in a mixture of miscible organic solvents, one of which is a better solvent for the soap than the balance of the mixture. The soap includes a fatty acid saponified in part with an inorganic alkali and in part with an organic base of the group comprising monoethanolamine, diethanolamine, triethanolamine and mixtures thereof. The Carbide and Carbon Chemicals Corporation. Canadian Patent No. 345,664.

Saponaceous detergents are prepared by adding an alkali metal silicate solution to a soap solution, then gradually adding an acid or acid salt solution other than a fat or sulfurated fatty acid or salt thereof, in order to precipitate silica in gelatinous form. Mineral powders, gum mucilage, rubber latex, colors, perfumes, etc., may be added to the soap, the silicate or the product. Precipitants specified are sulfuric acid, aluminum sulfate, potassium or ammonium alum and boric acid, mixed or not with cresylic acid. John W. Battersby. British Patent No. 411,871.

The specifications of textile soaps as to free alkali are even stricter than for toilet soaps. Soaps for washing silk must not exceed a content of 0.02 per cent of free caustic soda. However, the action of the free alkali is small in comparison to that of the hydrolytically dissociated alkali, due to the buffer action of soap. A 0.4 per cent solution of a 60 per cent soap which was absolutely free of alkali, showed a pH value at 20° C. corresponding to a quantity of free alkali about 1.8 times as great as the allowed quantity of 0.02 per cent sodium hydroxide. Also when 0.2 per cent of caustic soda calculated on the fatty acid content, was added to soap solution, no increase of the pH could be measured. This indicates that not enough attention is paid to hydrolysis alkali and that the fear of small amounts of free alkali is exaggerated. J. Davidson. *Rayon*, Oct. (1934).

PRODUCING THE PERFECT CHIP FOR ALL SOAP MAKING NEEDS



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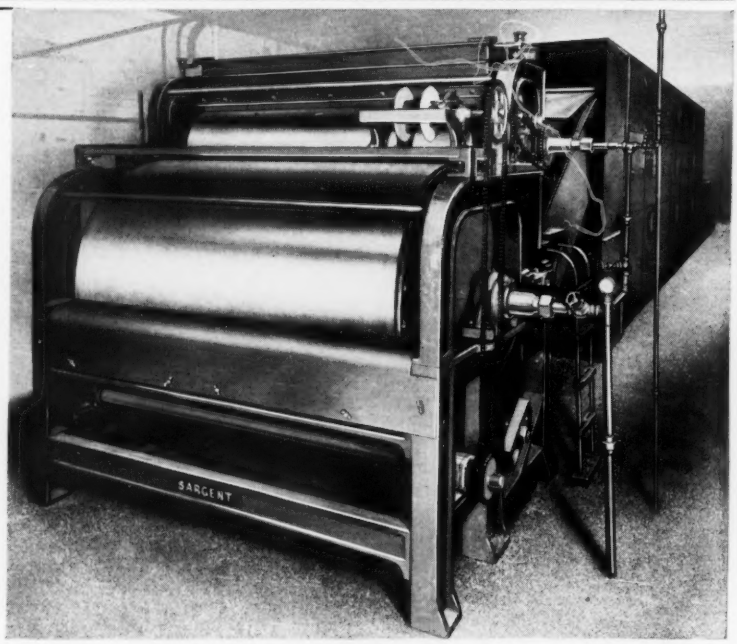

AS the title indicates, the Rolls are NEW and the entire machine is NEW, many valuable improvements having been perfected until this latest Sargent development is now one of the very finest Rolls obtainable.

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STAIN REMOVAL SOAPS

Special soaps incorporating benzine are frequently used for stain removal. Soaps produced by saponifying a mixture of coconut oil and tallow, containing several per cent of ox-gall, with caustic soda were formerly much in use in the wet cleansing of fabrics. The cleansing action of gall is said to be due to the uneven valency of the bile acids. Prompted by a desire to obtain the effective acids of gall in a more concentrated form, and due to the evil smell of gall and its rapid putrefaction, other methods of preparing gall soaps were developed. A soap having coconut oil as its base is mixed with about a half per cent of the sodium salt of cholic acid, this acid being identical with that produced by the action of caustic solution on gall. Or, during the boiling of soap, a slight excess of alkali may be added, and, when cold, sufficient bile acids crutched in to neutralize it. Such soap may be dried and powdered. It is very efficient for removing stains that are invulnerable to attack by benzine soaps.

For the elimination of the green coloring matter from gall, about 5 per cent of an equal mixture of alum and common salt is added to the gall and the clear liquid drawn off. In preparing gall-containing soaps, the gall derivative should always be added in the cold, since the action of hot alkali reduces its active properties. Special soap mixtures are in use for particular purposes, such as a cleanser for cotton goods which contains 9 parts of coconut oil soap, 10 parts of bile acids, and 1 part of turpentine. For a silk cleanser, 1 part of strong ammonia solution is substituted for the turpentine.

Phenyl ether acetic acids are neutralized with soda lye to give a product having strong emulsifying properties. This lathers freely and removes most stains due to organic matter. The properties of these compounds are intermediate between those of the rosin and fat soaps. *Chemical Trade J.* **95**, 131 (1934).

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SHAMPOOS

In a recent issue of *Seifensieder-Zeitung*, Welwart reiterates his position that the fatty alcohol sulfates are too efficient as fat emulsifiers to be suitable for use in shampoos. He says that the German production of these compounds is not too well regulated, so that sometimes the pH of their solutions is as low as 4 due to the presence of free sulfuric acid. The sulfuric acid could be neutralized by soda ash, but this is not recommended. His description of the ideal shampoo is a soap which will not attack the skin; it will contain no free alkali or only traces; it will not form sticky calcium soaps with the rinse water; it will be easily soluble in water and easily rinsed from the hair with luke-warm water; it will possess good detergent action without the addition of soda ash or potash. It is suggested that the presence of a protective colloid would be an aid with respect to some of these points. Coconut oil or palm kernel are considered too irritating to the skin to be used by themselves.

FATTY ALCOHOL CHLORIDES

Professor Walther Schrauth, technical director of the Deutsch Hydrierwerke A.G., describes in the October 31st issue of *Chemiker Zeitung* some new derivatives of the higher fatty alcohols, the chlorine derivatives. Processes for the production of these compounds on a commercial scale have been fully worked out. The advantage of these new materials over the alkyl chlorides obtained from the ordinary paraffin hydrocarbons lies in their stability to heat, as in some cases they can be heated to 250-300° C. without decomposing. Their solvent properties are excellent. They dissolve fatty acids, oils, resins, waxes, tars, aromatic hydrocarbons, etc., readily. They themselves are soluble in the usual organic solvents such as benzene, toluol, alcohol, carbon tetrachloride, ether, etc. They are more readily emulsifiable in water than the usual hydrocarbons. The products are usually water-white liquids with a characteristic faintly fatty smell. They are potentially useful in the production of fat-soluble soaps and for general purposes in the textile and leather industries.

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Papers to be used for wrapping high-quality toilet soaps likely to be kept in storage for prolonged periods, should be tested to determine their respective ability to transmit active wave-lengths of light. Some papers are able to transmit active wave-lengths, by reason of their radiant chemical and physical properties, are able to promote photochemical reactions in the presence of oxygen. Paul I. Smith. *Soap Trade Review* **7**, No. 10, 10-11 (1934).

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Fatty substances which are water-soluble can be obtained by stirring unsaturated fatty acids or their glycerides with at least twice their amount of concentrated sulfuric acid at temperatures from —20 to 0° C. A. Th. Boehme Chem. Fabrik. German Patent No. 597.957.

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TREND IN SHAVE PRODUCTS

(*From Page* 19)

will appeal to men. Men as a whole prefer what they describe as a "clean" odor, not a heavy fragrance or even that ordinarily associated with the general term, perfume. Such more or less neutral but pleasant odors may be obtained in almost endless number by suitably combining the common essential oils such as lavender, spike, sassafras, thyme, lemongrass, etc. With toothpaste, frequently the taste is a very important selling point, either for or against. If you ask the man on the street why he uses his particular brand of toothpaste, he may very well say because he likes the taste. The same psychology can be applied to the matter of perfume in shaving preparations. One manufacturer combines bay oil with menthol to give a clean and refreshing odor. One designates his product as being menthol-iced and describes the resulting lather as "triple-cool."

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254 WEST 31ST STREET **NEW YORK CITY**

LATHERLESS creams may resemble vanishing creams or they may have a more greasy character. Lanolin and free stearic acid frequently form the base. Both of these are among the few fatty materials that are supposed to be absorbed by the skin. Such creams are therefore suitable for excessively dry skins, as they tend to leave an oily film on the skin. On the other hand, soap tends to remove the natural oil from the skin. Latherless creams tend to be greasy or mucilaginous, and are not always smooth but may undergo water separation or granulation. They are not easily mixed with water on the beard, and are sometimes very difficult to remove from the razor or fingers. These creams contain from 60 to 75 per cent of water and possibly 20 per cent of fatty material. They are oil-in-water emulsions. A small amount of potassium, ammonium or triethanolamine soap serves as emulsifying agent, the last being the most efficient. Besides stearic acid and lanolin, other fats used are sulfonated castor oil, cocoa butter, white mineral oil, hydrogenated cotton-seed oil, peanut oil, etc. Glycerin is usually present and sometimes borax, gum tragacanth, cetyl alcohol, or ethyl alcohol. Water-in-oil emulsions are probably too greasy on the whole to obtain much of a market as satisfactory shave products.

The main advantage claimed for the latherless product is simplicity of use, and speed. No doubt speed is a serious consideration in view of current habits of living. Doubtless the fact that no brush is required appeals to some. A patented latherless cream contains stearic acid, coconut oil, paraffin wax, zinc starate, ethyl-p-amino benzoate, glycerin, borax and water, emulsified with a small amount of ammonia soap. The distinctive feature is the incorporation of ethyl-p-amino benzoate, a local anesthetic. The claims made for this preparation are that it avoids the skin irritation commonly associated with shaving, by the inclusion of suitable emollients, and that the presence of a local anesthetic allays the discomfort felt by those having sensitive skins. The presence of a local anesthetic in either the latherless or the lathering type of shaving preparation is stated to be a great improvement.

Shaving soap cakes or sticks have lost most of their market and are not used to any great extent in this country, although they are still used quite widely abroad. It takes a little time to work up a lather with solid soap, which probably accounts for their loss in popularity. They are similar in composition to a very fine grade of toilet soap. As in other forms of shaving products the glycerin is left in. The fat is usually a mixture of stearine and coconut oil. This is saponified with a mixture of potash and caustic soda of high purity. A small proportion of ammonia may be used as alkali. It is doubtful whether these products will ever regain their former position, although some of the larger firms are again offering them in new and modern packages.

Shave powder is simply a different physical form of solid shaving soap. It is a high quality soap. Its use is limited pretty much to the barber shop. It dissolves more rapidly than the cake or stick because of its powdered form. The cake is the most economical form because there is little or no waste. It requires the use of a shaving mug, against which there may be some psychological objections. These can be met by adopting the idea applied by the English. One well-known house forms the soap cake in an attractive wooden container which subsequently serves as a mug. The container is fitted with a cover. Plastic containers for this purpose are being made of attractive designs, a combination of old principles with new materials.

MANY attempts have been made to develop and market liquid shaving lotions, but only a few are on the market today. The theory is good. They are simple and economical to use, they give a quick shave since the soap is already in solution. They can be attractively bottled, and offer much greater individuality in packaging than tubes of cream. Creams are often very wasteful, as more is usually used than is necessary. The difficulties encountered with shaving liquids are that they may separate on standing, that is, if they are emulsions, emulsification may not be permanent. Some of them thicken and set in the bottom of the bottle. Some are inefficient and require the use of large quantities to give a suitable lather.

Within the last few months a shaving liquid has appeared on the market which seems to have overcome these difficulties. The product is made with an olive oil soap base. It will not solidify at low temperatures. It is very fluid at ordinary temperatures and it is claimed that a few drops will serve to lather the beard completely. The lather is very stable so that only one application is necessary. It rinses from the face freely. It appears to be all that the manufacturer says for it, and may lead to a whole new line of products. There is at least one competitor, which is a similar superfatted emulsion of potassium soap with suitable additions of other agents.

Soothing balms or lotions should be a welcome addition to the shaving kit. They are intended to leave the face feeling clean and cool. These emollients contain an antiseptic and have a styptic effect. The antiseptic is to prevent infection where the skin has been cut, and the styptic is to prevent the flow of blood. Alcohol and menthol are the most common ingredients, with various perfumed solutions making up the bulk of the liquid.

In a highly competitive market such as exists with shaving preparations it is important not only to be familiar with the technical aspects of the products but to watch for changes and new developments in the field. A product has to be good and has also to possess some individuality in order to sell, unless enormous sums are spent merely to force the production on the public.

TELEPHONE
SUnset 6-6600

CABLE ADDRESS
"SHERPETCO" NEW YORK

SHERWOOD
Petroleum Company
INCORPORATED

REFINERY
WARREN, PA.

BUSH TERMINAL BUILDING NO. 1.
BROOKLYN, N. Y.

Dec. 10th, 1934.

A HEARTY WELCOME

to all members and friends of the National Association of Insecticide and Disinfectant Manufacturers, Inc., at the 21st Convention.

Your continued good will towards our products, - Di-Bug Pyrethrum Extracts, Di-Bug Pyrethrum Powder and Spraysene, the scientific hydrocarbon distillate base without kerosene odor,-is not only highly appreciated, but since every privilege is also an obligation, you are ever inspiring us to greater efforts in the building of new friendships and the cementing of those long extant.

H. H. Sherwood
President.

SHERWOOD PETROLEUM COMPANY, INC.

MEMBER
NATIONAL ASSN. INSECTICIDE AND DISINFECTANT MFRS. INC.
INC. 1914

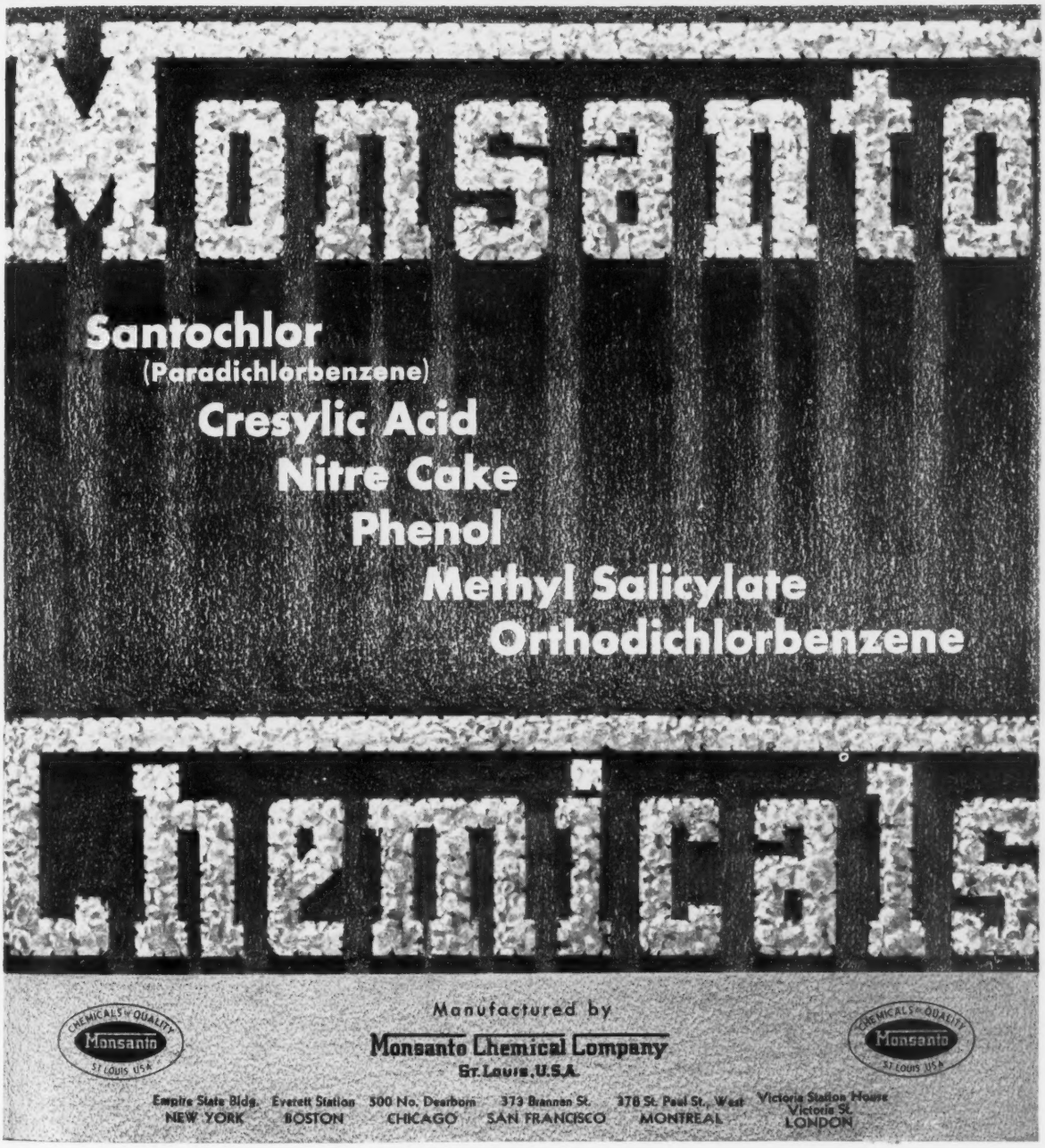
BRANCHES

ATLANTA BOSTON CHICAGO MEMPHIS NEW ORLEANS PHILADELPHIA

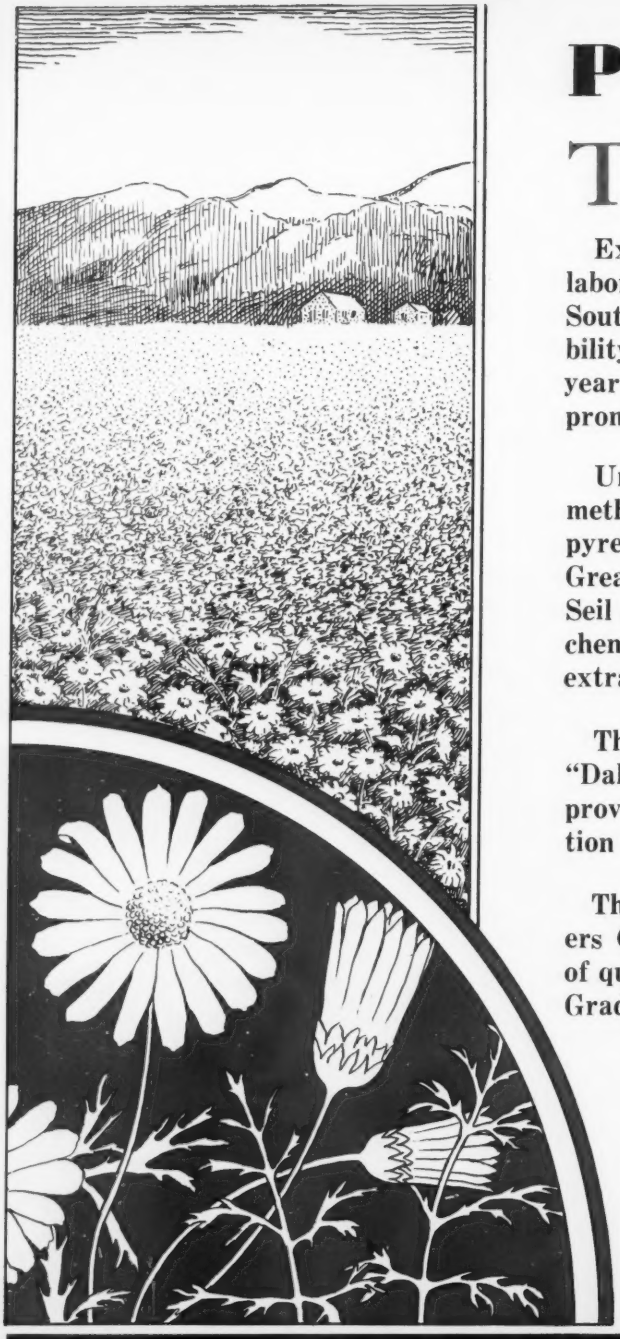
SANITARY PRODUCTS

A Section of "SOAP" Dealing with

INSECTICIDES • DISINFECTANTS • EXTERMINATING
FLOOR PRODUCTS • SANITARY SUPPLIES • MOTH PRODUCTS



Specialists in



PYRETHRUM

THE year 1934 has been a year of Pyrethrum Progress.

Experimental growing of Pyrethrum in low labor cost areas, such as the Kenya Colony in South Africa, where they also report the possibility of monthly maturities throughout the year by plantings at different altitudes, gives promise of worth while new sources of supply.

Until recently there was no established method for checking the guarantees made for pyrethrin content in pyrethrum extracts. Great credit is therefore due to Dr. Harvey A. Seil for having published his method, whereby chemical evaluation of pyrethrins in pyrethrum extract can be determined.

The Kingdom of Jugo-Slavia (the source of "Dalmatian Flowers") has taken steps to improve the killing power value of future production and to supervise the grading of qualities.

The Insecticide and Disinfectant Manufacturers Code has established a minimum standard of quality for fly sprays. By the standard Peet-Grady Method, 90% knock-down in 10 minutes, and 60% kill in 24 hours are required.

Truly this is progress. It all makes for better finished products.

"KILLING POWER—

POWCO BRAND
REG. U.S. PAT. OFF

JOHN POWELL
114 E. 32nd Street

Pyrethrum Products

PROGRESS

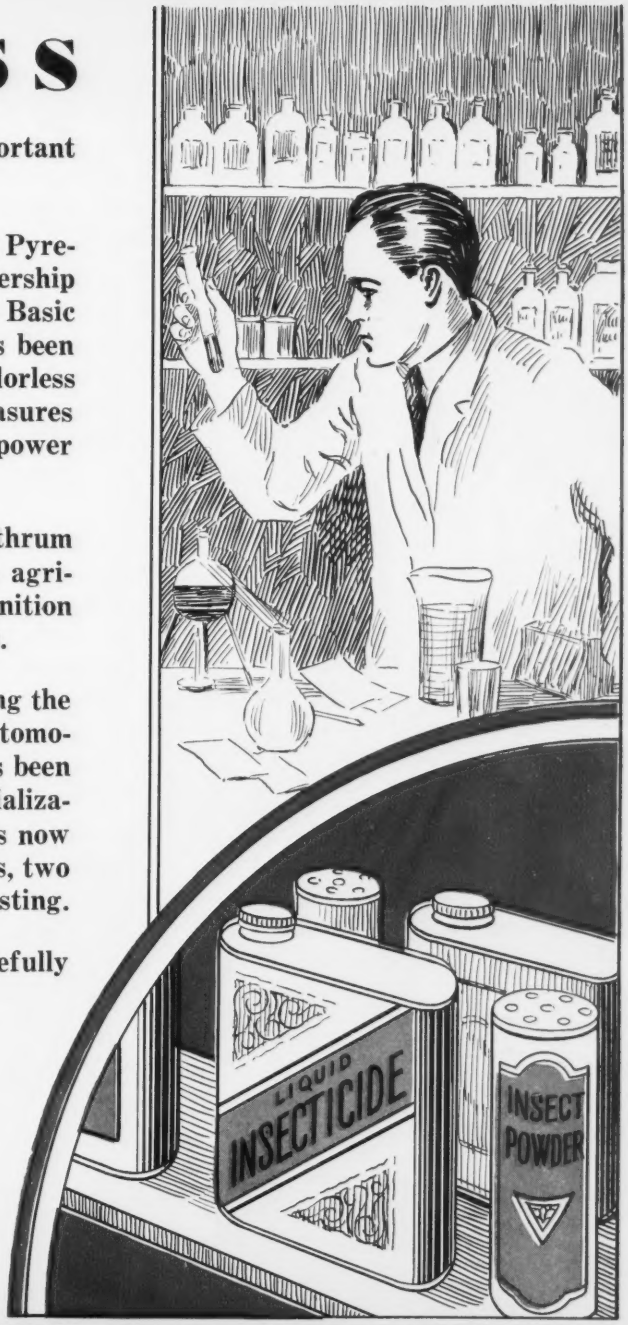
THE year 1934 has also been an important one for POWCO BRAND.

POWCO BRAND Odorless Basic Pyrethrum Extract has demonstrated its leadership as a worthy companion to our Regular Basic Extract. The success of this product has been due to the fact that this Extract *is* odorless with no taint of chemical solvent, and measures up to our high standard of killing-power content.

"Activated A Dust" (Fortified Pyrethrum Powder) having demonstrated its value agriculturally, is now rapidly winning recognition for use in efficient roach powder mixtures.

Consistent with our policy of maintaining the proper facilities in our Chemical and Entomological Laboratory, our technical staff has been augmented this year. Our intensified specialization in Pyrethrum and Rotenone Products now demands the services of two entomologists, two chemists, and a technician for biological testing.

As the year draws to a close, we gratefully express our appreciation of the confidence the insecticide industry has continued to place in us. To make our relationship mutually satisfactory will always be our object.



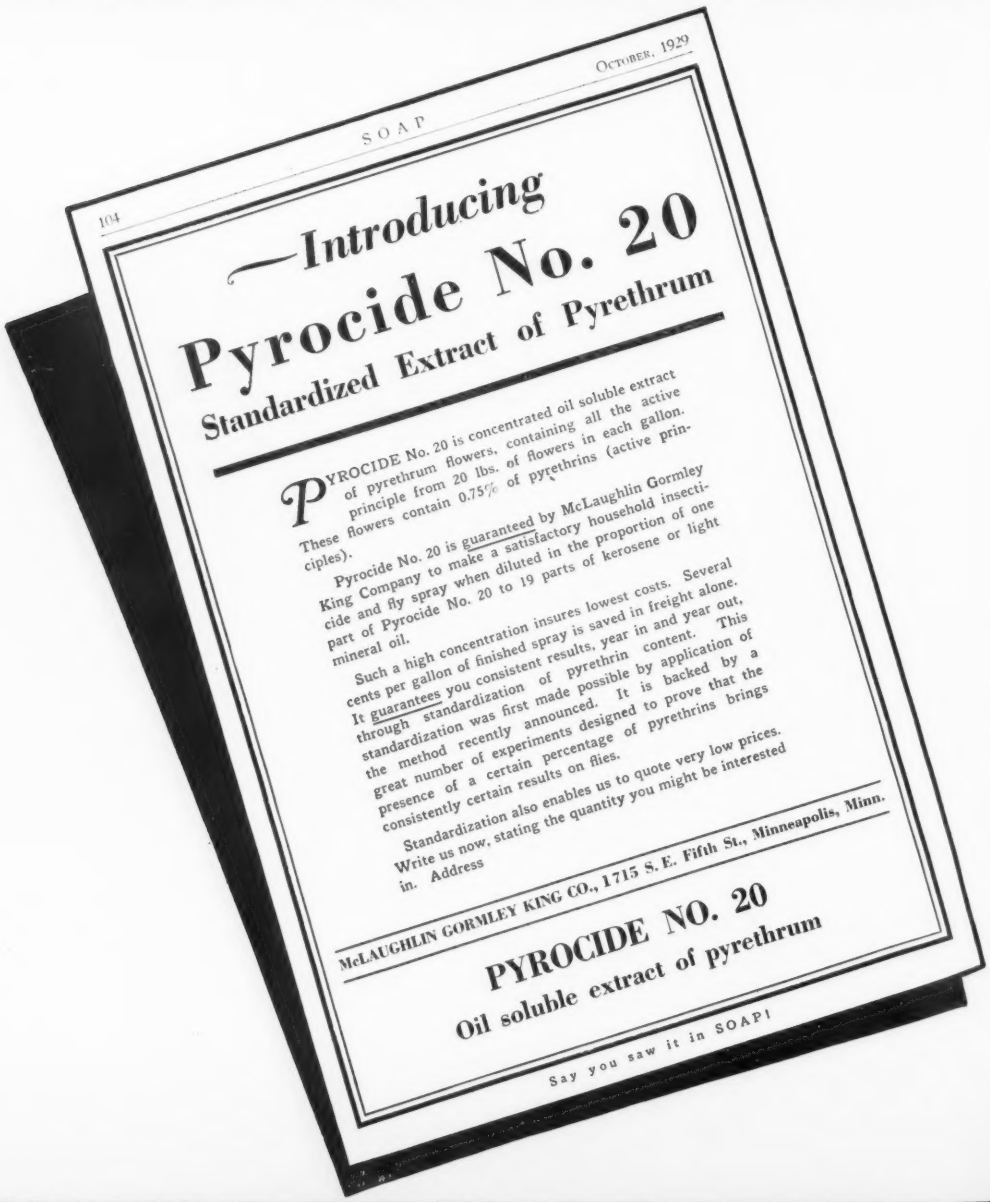
THAT'S THE THING"

& COMPANY, Inc.
New York, N. Y.

POWCO BRAND
REG. U.S. PAT. OFF.

PYROCIDE 20 . .

This Advertisement in "SOAP" Magazine Introduced PYROCIDE 20 to the Trade



104 SOAP OCTOBER, 1929

—Introducing

Pyrocide No. 20

Standardized Extract of Pyrethrum

PYROCIDE No. 20 is concentrated oil soluble extract of pyrethrum flowers, containing all the active principle from 20 lbs. of flowers in each gallon. These flowers contain 0.75% of pyrethrins (active principles).

Pyrocide No. 20 is guaranteed by McLaughlin Gormley King Company to make a satisfactory household insecticide and fly spray when diluted in the proportion of one part of Pyrocide No. 20 to 19 parts of kerosene or light mineral oil.

Such a high concentration insures lowest costs. Several cents per gallon of finished spray is saved in freight alone. It guarantees you consistent results, year in and year out, through standardization of pyrethrin content. This standardization was first made possible by application of the method recently announced. It is backed by a great number of experiments designed to prove that the presence of a certain percentage of pyrethrins brings consistently certain results on flies.

Standardization also enables us to quote very low prices. Write us now, stating the quantity you might be interested in. Address

McLAUGHLIN GORMLEY KING CO., 1715 S. E. Fifth St., Minneapolis, Minn.

PYROCIDE NO. 20

Oil soluble extract of pyrethrum

Say you saw it in SOAP!

UNIFORM KILLING POWER

..IS FIVE YEARS OLD

IT WAS just five years ago that Pyrocide 20 was introduced. The country had just felt the first impact of the depression. Unemployment was increasing at a startling rate. Capital was frightened. Sales in every division of trade were sliding. It was as inauspicious a time to bring out a new product as one could choose. What was the condition of the insecticide trade at that time?

No concentrate stronger than 8 pounds of pyrethrum flowers per gallon was accepted for manufacturing insecticides.

Pyrethrum flowers were simply pyrethrum flowers. There was no accurate evaluation.

Insecticides varied more than 300% in killing power.

The country was just entering the well-known depression.

The announcement of Pyrocide 20 came like a bombshell. Producers of simple concentrates which were then commonly in use said, "It can't be done. There is no such thing!" These statements have since given way first to an acceptance of Pyrocide 20 as the product it was represented to be, then to an adoption by many manufacturers of exactly the same selling points that were used in connection with Pyrocide 20.

In the intervening five years many things have occurred, not only to general business conditions, but to the trade as well. Today we find conditions in the trade as follows:

Concentrates of approximately the same strength as Pyrocide 20 comprise by far the largest source of supply.

Of these, Pyrocide 20 is by far the largest in point of volume, as evidenced by the fact that we use approximately 1/3 of all the pyrethrum flowers imported into this country.

Insecticides are made which are free from variation in killing power from one batch to another and from one year's end to another.

Direct percolation of flowers with kerosene has greatly diminished, due to savings possible with Pyrocide 20, and other concentrates.

The country is working out of the depression. Insecticide sales (in dollars) are approximately half of what they were (Pyrocide 20 sales have increased every year). Insecticides are here to stay, and consumption is bound to increase. The depression has not hurt insecticide sales as much as it has most consumer goods sales.

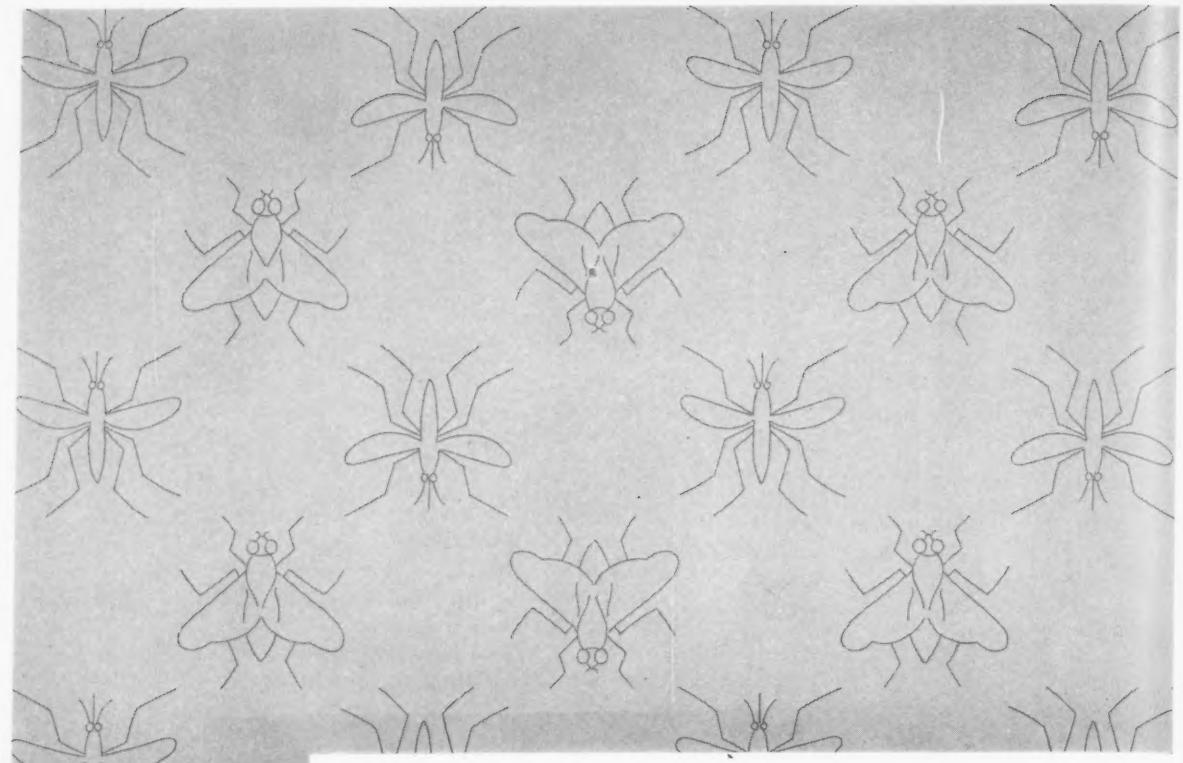
We hope the fact that Pyrocide 20 is the *original* standardized concentrate will be significant to you. For several years, it was the *only* standardized concentrate. We believe that the research and investigational work that made Pyrocide 20 the *original* are as useful to you today in making it better. If you care to investigate the matter completely, we believe we can prove to your satisfaction that Pyrocide 20 is a most *satisfactory* and *economical* source of supply for the active principles in your insecticides.

We are very much indebted to the trade for its kind reception of Pyrocide 20. Without the open-minded attitude of the trade, nothing could have been accomplished. On each anniversary, the trade has presented us with the best birthday present we know of,—an increase in sales. We thank you most sincerely. We believe this five-year old youngster is going to grow and develop at a rapid pace in coming years. We hope the trade will receive the new development with the same grace and kindliness that have been accorded us in the past five years.

Pyrocide 20 is shipped in steel drums of 15, 30 and 53 gallons from warehouses in New York, Los Angeles, Minneapolis and several foreign cities. We are also prepared to supply pyrethrum flowers of known pyrethrin content in whole, ground or powdered form.

McLAUGHLIN GORMLEY KING COMPANY
MINNEAPOLIS, MINNESOTA

PYROCIDE 20
STANDARDIZED EXTRACT OF PYRETHRUM FLOWERS



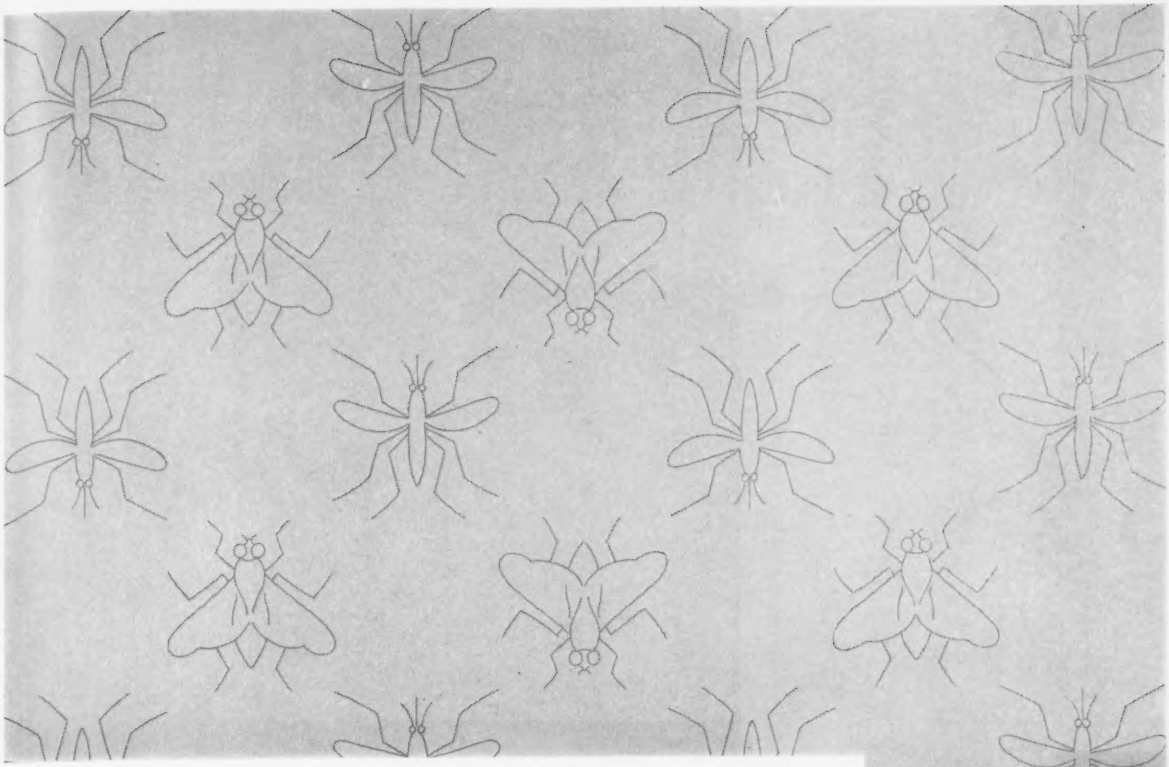
IMPROVE THE ODOR INCREASE YOUR SALES!

Bad odors are inexcusable nowadays in fly sprays, "paradi" blocks, naphthalene blocks, cleaning compounds and polishes—any kind of disinfectant or insecticide.

We have developed these powerful, pleasant scented perfuming and reodorizing oils that completely eliminate the unpleasant odors that handicap the sales of these products. You can make your product more buyable with Givaudan Reodorants. They cover all price requirements. Here are a few that are becoming increasingly popular.

G I V A U D A N

80 FIFTH AVENUE, NEW YORK, N. Y.



CITRENE

for soap, cleaners and polishes. Stronger, pleasanter, cheaper than Citronella.

FLORENE

covers kerosene odor in sprays and insecticides with a sharp, clean, refreshing scent.

KERODOR NO. 1

neutralizes the kerosene odor in insecticides inexpensively . . . effectively. Leaves pleasant odor.

KERODOR NO. 2

completely overcomes the kerosene smell and leaves a pleasant, flowery scent in its place.

ODRENE

for use alone or in combination in sprays, polishes. A powerful, low-priced oil.

LAVENE

is especially good as deodorant in polishes. Also effectively deodorizes fly sprays.

LILAC SPRAY OIL B-3223-2

is especially blended to overcome the odor of kerosene in fly sprays.

NEW MOWN HAY OIL B-3470

is one of the most popular in fly sprays. Especially effective in killing kerosene odor.

PARATINTS

color and perfume "paradi" blocks, bath salts or moth balls in one operation . . . and do it better because of uniform penetration and more effective perfumes.

DELAWANNA INC.

BRANCHES: Philadelphia, Los Angeles, Atlanta, Cincinnati, Detroit, Dallas, Baltimore, New Orleans, Chicago, San Francisco, Montreal, Havana

Combining

CONTINENTAL

NEW YORK CHICAGO

High VISIBILITY *with* GOOD TASTE

"It's Better Packed in Tin"

MANUFACTURERS are rapidly getting away from the characterless type of designing practice which so cluttered up the label that the package lost all distinction. A good container now is rated as one which is so distinctive in design, color and shape it cannot possibly be confused with other merchandise.

Continental designers have had singular success in helping to develop this modern packaging trend—finding a way to obtain shelf-dominance without sacrificing good taste. For 29 years Continental has been solving packaging problems for many diversified industries.

An analysis of your own package, *as it looks on the shelf*, may reveal the need for improvement. What is its visibility? Is the effect pleasing? Does it lift your merchandise out of the commonplace? Register in one's memory?

Our experience and facilities are at your service. Write, wire or phone our nearest Sales Office.

CAN COMPANY

SAN FRANCISCO

AMOX
LIQUID SPRAY
ONE PINT
SCRAT
FLY SPRAY
KILLS
ROACHES, MOTHS, ANTS,
FLIES, MOSQUITOES,
BED BUGS AND OTHER
HOUSEHOLD INSECTS
PLEE-ZING
16 FL OZ
THE AMERICAN OIL CO.
FLIES
MOTHS
ANTS
ROACHES
MOSQUITOES
FLEAS
GNATS
BEDBUGS
AND OTHER INSECTS
INSECT SPRAY
BLACK FLAG
SPRAY
KILLS
FLIES MOTHS
MOSQUITOES
ANTS ROACHES
BED BUGS
FLEAS
35¢
NET CONTENTS HALF PINT
J-O
FLY SPRAY
KILLS
FLIES, MOSQUITOES and
many other Household Insects
HAS FLORAL FRAGRANCE

PACKAGING DESTRUCTION

. . . to the

FLIES AND INSECT LIFE OF 1935

You're in a keen market sir! . . . and pardon us for telling YOU!

CONTAINERS are your salesmen to the retail buyer . . . *once* . . . and ever after that, your product's on its own! You've had your chance to tell *inside* quality by *outside* looks!

Like it or not! . . . *someone's* **CONTAINER** steps forward from the crowd. **YOUR** jobber wants *that* one! . . . the dealer too! . . . and with it the consumer starts a **KILL**!

The Finest PACKAGE Can be YOURS!

Color-lithographed Serially sized

ETAL PACKAGE CORPORATION

ESTABLISHED 1909

110 E. 42nd ST., NEW YORK CITY

• One of America's Largest Canmakers •

OFFICES AND PLANTS • NEW YORK CITY • BALTIMORE • BROOKLYN • CHICAGO • BOSTON • THE FISCHER CAN COMPANY DIVISION • HAMILTON • OHIO

The Prevention Convention

Twice a year a group of insecticide manufacturers meet in serious convention to discuss their business.

As manufacturers of the perfuming materials that help keep insecticides sold, and make them so agreeable to use, we also are concerned with the success of the industry.

That is one reason why we urge all manufacturers to the realization that insecticides are a *big human need.*

Insecticides kill many of the carriers of many common diseases.

Modern medicine has learned at last that *an ounce of prevention is worth a pound of cure.*

A manufacturer of insecticides is really helping to prevent the spread of disease. He is not alone a business man, devoted to gain; he is also a human benefactor *whose efforts help prevent disease.*

Let us all keep in sight that broader aim of our business, and let us try in every way to make our insecticides more effective, more pleasing and more widely used.

van Ameringen-Haebler, Inc.

Aromatic Essentials

315 Fourth Avenue, New York
180 No. Wacker Drive, Chicago
438 West 48th St., Los Angeles
42 Wellington Street, E., Toronto

Factory, Elizabeth, N. J.

DEATH DEALING UNIFORMITY

. . . that's what builds insecticide sales

DEADLINESS. Maximum deadliness. Uniform deadliness. That's what it takes to make customers buy your insecticide again and again and again. And that's what you get in McCORMICK'S PYRETHROL 20.

PYRETHROL 20 is a superior pyrethrum concentrate. Containing the desired high percentage of pyrethrins I and II. Controlled by chemical assay. Checked by actual spraying on household insects. Made with a petroleum oil refined to complete freedom from kerosene odor.

Build repeat sales with an insecticide of death-dealing uniformity. Write to McCormick & Co., Baltimore, Md., for further information about PYRETHROL 20—now.

Other McCormick Standardized Pyrethrum and Derris Products

PYRETHRUM POWDER: Finest available with a known high pyrethrum content. Milled with modern equipment which makes heat accumulation impossible. So extremely fine that it remains suspended in air longer. More effective and economical because it comes into more intimate contact with vital parts of insect's body.

DERRIS EXTRACT: Containing 5.0 grams of rotenone per 100 c. c. plus the other toxic derivatives of derris root.

DERRIS RESINATE: Containing 25% rotenone and 75% active resins.

ROTENONE CRYSTALS: As Solvate, 71% rotenone—C. P. and technical grades.

DERRIS POWDER: Finest powder in the world. Standardized at 4% and 5% rotenone. Suitable for use in aqueous sprays. Will not clog spray nozzles.

McCormick's PYRETHROL 20

STAINLESS CATTLE SPRAY

A light colored liquid for spraying cattle to rid them of annoying flies and insects. Contains the active principle of pyrethrum. Will not stain, blister or burn, and has no disagreeable odor. A popular product with farmers and dairymen. Supplied in bulk to the distributing trade only.

PES-TOX

An efficient liquid household insecticide of the pyrethrum type, pleasantly scented. Surpasses in effectiveness the standard of the National Association of Insecticide and Disinfectant Manufacturers. Each lot carefully controlled by the Peet-Grady method. Supplied in bulk for distributors to resell under their own trade-names. Also suppliers of pyrethrum concentrate.

PINE OIL DISINFECTANTS

made from pure steam-distilled pine oil, and agreeable in odor and dilute with water to form rich, milk-white emulsions.

HIPINE, made according to the formula of the Hygienic Laboratory has a minimum phenol coefficient of four.

ORPINE, prepared from slightly different ingredients, has a minimum coefficient of three.

CLEARPINE is a specially refined product, very light in color, and has a minimum phenol coefficient of four.

All are high-grade products, reasonably priced. Every lot chemically controlled and standardized. Supplied only in bulk to the distributing trade for resale under their own names and labels.

MEMBER NATIONAL ASSN. INSECTICIDE AND DISINFECTANT MFRS. INC. 1914 INC.

BAIRD & McGUIRE, INC.

HOLBROOK, MASS. ST. LOUIS, MO.

New York City and New Jersey Representative

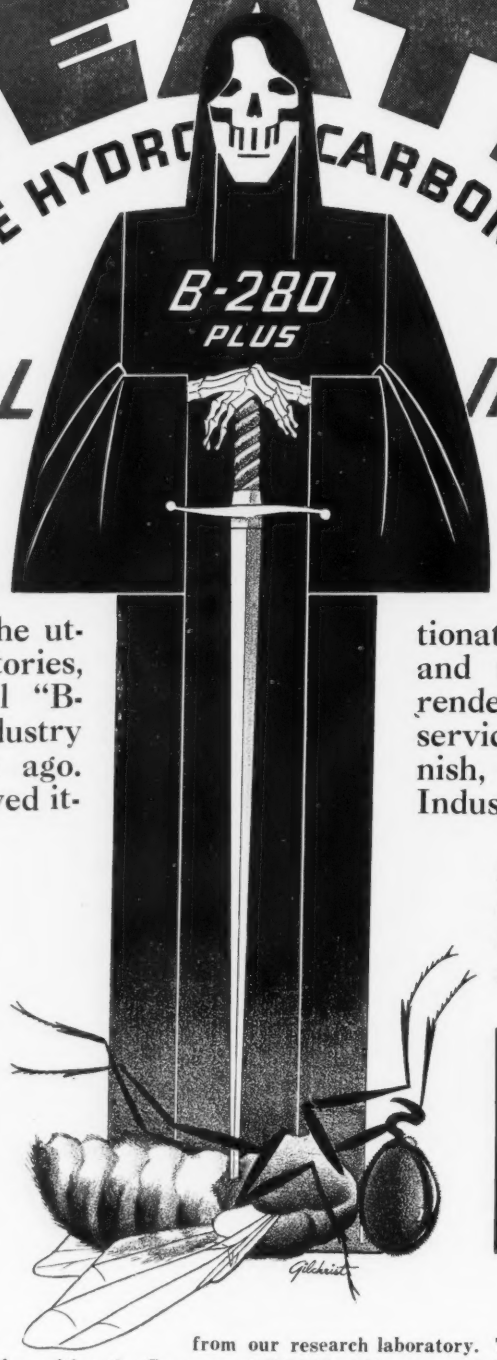
EASTERN STATES SUPPLY CO., 127 Troutman Street, Brooklyn, N. Y.

Phone: EVergreen 8-2498

DEATH

BASE HYDROCARBON OIL

TO ALL INSECTS



Tried and tested to the utmost in our laboratories, base hydrocarbon oil "B-280" was offered to Industry a short few months ago. Now "B-280" has proved itself in actual use.

Again Anderson-Prichard has produced a product worthy of a place among its technical naphthas and fractionated petroleum diluents and thinners which have rendered such outstanding service to the Paint, Varnish, Cleaning and Rubber Industries.

Repeat orders for Fly Sprays are directly dependent on the resultant odors.

Notice the remarkable odor before and after.

Notice to Manufacturers: We manufacture Base Hydrocarbon Oil only. We are not manufacturers of fly sprays.

Get the facts on "B-280" from our research laboratory. Technical data or samples may be obtained by writing the Company at 3921 East Ravenswood Avenue, Chicago.

ANDERSON-PRICHARD OIL CORPORATION

PRODUCERS AP REFINERS

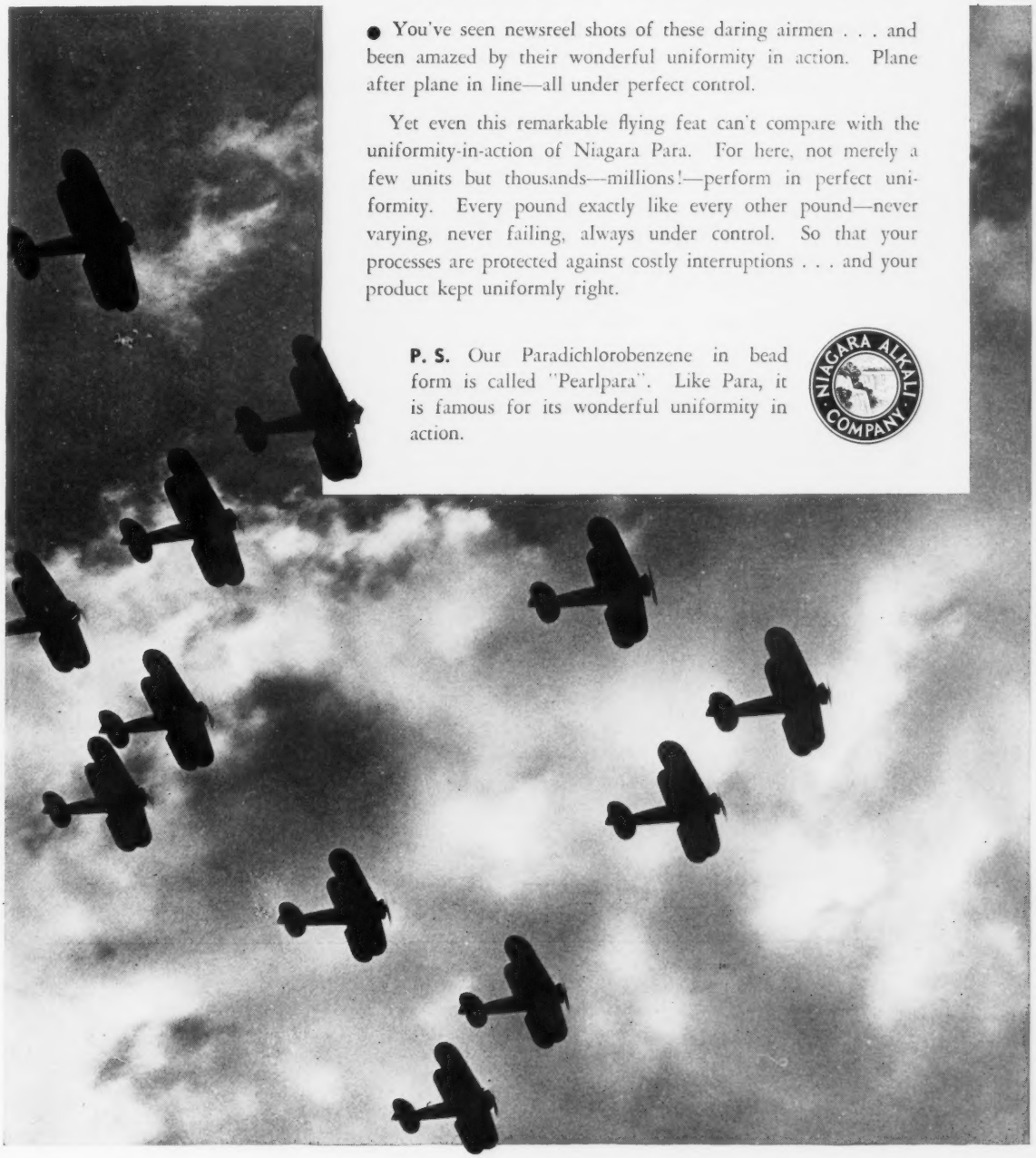
OKLAHOMA CITY, OKLA.

BRANCHES IN ALL PRINCIPAL CITIES

Niagara PARA

(unadulterated paradichlorobenzene)

—more uniform in action than a squadron of bombers!



● You've seen newsreel shots of these daring airmen . . . and been amazed by their wonderful uniformity in action. Plane after plane in line—all under perfect control.

Yet even this remarkable flying feat can't compare with the uniformity-in-action of Niagara Para. For here, not merely a few units but thousands—millions!—perform in perfect uniformity. Every pound exactly like every other pound—never varying, never failing, always under control. So that your processes are protected against costly interruptions . . . and your product kept uniformly right.

P. S. Our Paradichlorobenzene in bead form is called "Pearlpara". Like Para, it is famous for its wonderful uniformity in action.

NIAGARA ALKALI COMPANY

NIAGARA ALKALI COMPANY

NINE EAST FORTY-FIRST STREET, NEW YORK, N. Y.

Associated with Electro Bleaching Gas Company
Pioneer Manufacturer of Liquid Chlorine

LIQUID SOAPS
DISINFECTANTS AND
KINDRED PRODUCTS

★ ★ ★ ★
★
★

featuring
★ QUALITY
★ PRICE
★ SERVICE

★ **A few additional Clifton items may help round out your line and increase your profits for 1935.**

Clifton Products are supplied in bulk with attractive imprint labels and circulars included. Here is just the opportunity you have been waiting for—write today—for complete details. Obligation—none.

Semi-Castile Liquid Soap
Foamwel Liquid Soap
Liquid Soap Base
Liquid Soap Dispensers
Cresolene Disinfectant
Liquid Floor Oil
Pine Scrub
Deodorizing Cakes
Deodorizing Blocks
Deodorizing Sprinklets
Wall Containers
Metal Polish
Spot Remover
Moth Frost
Rubless Wax
Furniture Cream
Insect Killer
Coal Tar Disinfectant
Pine Disinfectant
Theatre Spray
Shampoo Liquid and Base

CLIFTON CHEMICAL COMPANY
246 FRONT STREET NEW YORK, N. Y.

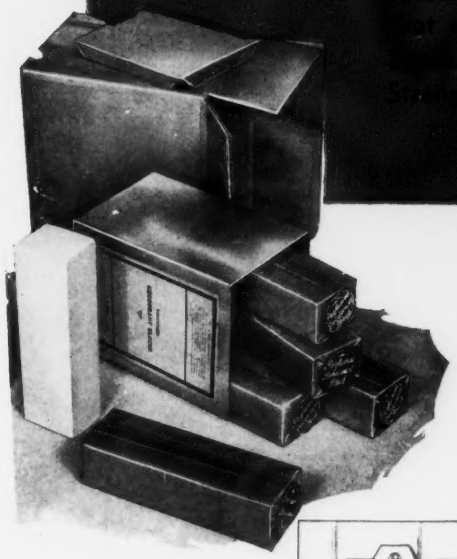
HEAVY WEIGHT TITLE

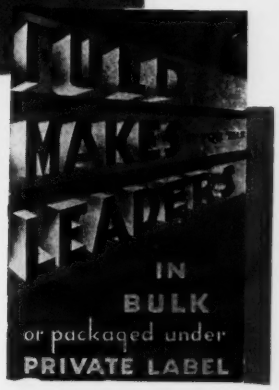
BELONGS TO

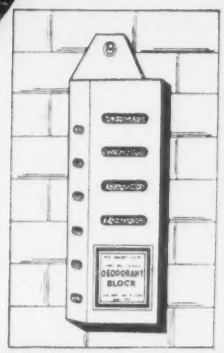
VITOZONE!

24 oz. BLOCKS

In this corner we have Vitozone processed Deodorant Blocks, 24 ounces of pure "para" and deodorizing perfumes fused under 80 tons pressure. Famous for the "sealed cello wrap" that stopped Waste, Shrinkage and Loss of Strength.







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ITS USE IS GROWING BY LEAPS AND BOUNDS

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BECAUSE it is more economical. It makes 50% more spray of standard strength than 20-to-1, but at less than 50% more cost. (You dilute it with 29 parts of petroleum distillate instead of 19.)

BECAUSE it is clearer and therefore produces a clearer spray.

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BECAUSE, with all these advantages of economy and longer life, Pyrefume Super 30 still conforms to all insecticidal requirements and EVEN EXCEEDS THE PEET-GRADY TEST.

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MEMBER
NATIONAL ASSN. INSECTICIDE AND DISINFECTANT MFRS. INC. 1914

SANITARY PRODUCTS

A Section of SOAP

Official Publication, Nat'l. Assn. of Insecticide & Disinfectant Manufacturers

EDITORIAL

THE twenty-first annual meeting of the National Association of Insecticide and Disinfectant Manufacturers is in session at New York. Numbered in the membership of this Association are approximately one hundred twenty-five manufacturers of insecticides, disinfectants, and other sanitary products. Outside of the membership of the Association are perhaps eight times this number of manufacturers both large and small in the same line of business. In short, the Association only includes slightly over ten per cent of the firms in the industry. Granted that the firms which it does include represent a majority of the largest and best known houses in the business, nevertheless, there are still many well-known firms, long established and of high reputation, which are not members.

Over a period of years, the insecticide, disinfectant, and general sanitary products business has expanded materially. The membership of the Association has expanded simultaneously, but, we believe, not to as great an extent as it should have expanded. Too many firms continue to remain on the outside. There must be reasons besides the cost of annual dues, or else those firms which can well afford the cost would have long since been members.

From those outside chiefly, but also from within the membership, we have heard the Association criticized harshly for its shortcomings. We have heard it compared unfavorably with trade associations of the paint, chemical, drug, soap and other industries. We have been called upon to point out specifically what services it is rendering its membership or the industry as a whole. In short, the feeling unquestionably exists that the Association with its present type of set-up, cannot give to its membership, whether this membership comprises ten or ninety per cent of the industry, a trade association service geared to the practical needs of today. In this is meant no criticism of the officers, but rather a criticism of the limitations of the organization in meeting the present-day problems of the trade.

Upon service of practical value to its membership will depend the future of the Association. Today it quite obviously stands at the crossroads. Times have changed, and the Association must change with them. Something must be done to bring into membership a good proportion of the ninety per cent of the trade which does not now belong. The Association must learn more about the business of its members, and the products which they make, that it may serve them intelligently.

The industry has changed, and the Association must change if it is to be of practical value. This is the problem which the incoming officers will have to face, and one which should also be faced right now by the Association membership as a whole. It is a problem of very distinct interest to the entire industry.

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Twenty-First Insecticide and

THE twenty-first annual meeting of the National Association of Insecticide and Disinfectant Manufacturers is being held at the Hotel McAlpin, New York, on December 10 and 11. Four business sessions extend through Monday and Tuesday, the 10th and 11th, with group luncheons being held each day. The meeting closes with the annual informal dinner on Tuesday evening at 6:00 P.M. at the Downtown Athletic Club, New York. Papers and addresses at the meeting include discussions of insecticide testing methods and standards, insecticide markets, new advances in disinfection, sanitation in milk production, a study of compensation for sanitary supply salesmen, shipping and transportation problems, the meaning and value of disinfectant coefficients, discussion of the insecticide and disinfectant code, new facts on pyrethrum and derris, practical moth control, and others. The papers will be published after they are officially released by the Association following the meeting.

The annual address of the President and the annual report of the Secretary follow:

Address of the President

By PETER DOUGAN

THIS is the twenty-first annual meeting of our Association. Some meetings have had a small attendance, some a large attendance, but in every case the keynote has been earnestness. In addition, there has been an ambitious effort to do those things which will benefit our industry. With men who have the keenest pride in their particular line of effort, and in most cases a decided conviction in the accuracy of their own particular results, the spirit of co-operation and fellowship has slowly developed. This fellowship and understanding has enabled us, as an Association, to set in motion some currents of opinion among ourselves and also outside of our membership, and those opinions have benefited our industries.

This fulfills the ambitions of those who have actively worked on association matters. Our meetings provide a place and time where there can be interchange of points of view. The whole process of modern life is a process by which we must exclude misunderstandings and bring all men into a common council so as to discover what is best for the common good. As examples, one can cite the development and now the general practice of most manufacturers of stating the phenol coefficient on the labels of those disinfectants that can be fairly tested by the coefficient method of test. In insecticides, we have the development of the Peet-Grady Method of test by which the effectiveness of an insecticide may be evaluated.

However, none of us are so boastful as to say that the first word on these subjects, or the many other questions we discuss, have been settled. None of these questions, when they first appeared, seemed of far reaching importance. It is only after time has given them the opportunity to show their effect, and when looking back, that you recognize them as turning points of economic and scientific importance.

I think I can illustrate this by bringing to your mind how some few years back, the Association made a grant for a study by Austin M. Patterson, Ph.D. of Antioch College to set up the meaning of "Antiseptic", "Disinfectant" and Related Words. The money spent on this grant, and the time given without cost by our Nomenclature Committee in preparing the definitions, I think, was seriously questioned by some of our members. However, during the year, Dr. Hans Zinsser, Harvard Medical School, and Dr. Stanhope Bayne-Jones, Yale University, have written the "Text-Book of Bacteriology" published by New York Appleton-Century, and in this text-book they have incorporated the definitions prepared for us by Dr. Patterson.

As an Association, we are still ambitious to do those things which we see must be done in the future. And because they cannot be done single-handed, but can be done by co-operation, there is the hope that co-operation among us will grow stronger.

To our members interested in disinfectants, besides the commercial problems of increasing sales to new users, there needs to be developed a spirit of co-operation with sanitoriums, health officers and other scientific men. They, as well as we, are striving to do those things which will protect health, and I believe we can help each other. Scientifically, there is the new method of measuring the germicidal power of a product by use of an instrument called the densitometer as prepared by Dr. Harold Mestres of Yale University.

To our members interested in household insecticides, there are the commercial problems of broadening sales, which includes considering the ability of making products more effective, overcoming the loss of sales because of inferior products, and reviewing selling prices. Scien-

Annual Disinfectant Meeting

tifically, such members are to determine acceptable values as to the effectiveness of an insecticide.

The Peet-Grady Method, the method proposed by Mr. Frank Nelson and the Turn Table method which will be described to us at this meeting by Dr. L. F. Campbell, acting in charge, Division of Control Investigation, Bureau of Entomology and Plant Quarantine, United States Department of Agriculture, can be evaluated by an open discussion, and as I think is probable, subjected to some intensive study by our Insecticide Standardization Section and made the subject of a report to be presented at our next meeting.

As to questions of importance to all of us, probably most of you will have questions to ask regarding the Code of Fair Competition which our Association prepared and which was approved by the National Recovery Administration, April 6, 1934. Approved Code No. 391. This subject is to be presented by Dr. Robert C. White, Chairman of the Elected Code Authority.

It is to be regretted that Code matters have proceeded so slowly, but this could not be helped. The Code Authority has been ready to go ahead since July last, but were unable to do anything as the National Recovery Administration in Washington has failed to pass on a budget that was submitted and as a result, the Code Authority has had no funds available to carry on the work.

With the definite advice that the funds of the Association, used in preparing the Code, could not be charged to the Code Authority, notwithstanding paragraph Section 5, Article VI in said Code, no further drafts were made on our Treasury for Code expenses. In meeting the expenses of preparing the Code, 106 firms, most of whom are not members of the Association, contributed ten dollars each, and the Association as shown by our Treasurer's Report paid the balance, amounting to $2,100.00.

Your opinion as to what will be the outcome of Code affairs when the uncertainties that now exist in the National Recovery Administration, or when a reorganization of same is made, is just as good as mine. However, my personal opinion is, that with certain admitted weak points in the whole plan, such as have been advocated by our own Association, that there will be established by the Government certain principles of fair competition that must be followed.

If the enforcement of fair trade practices, subject, of course, to Government supervision to prevent monopolies is left to the trade associations for bringing the evil practices into the open, then the insecticide and disinfectant industry with the Code prepared is in position to go ahead and take prompt action to insure fair trade practices in our industry. With a Code, we can go ahead when the uncertainties at Washington are cleared away. Without a Code, we would have to start at the beginning.

In thanking those firms who are not members of the Association for their contribution which helps to pay the cost of preparing the Code, I am convinced that the majority in the industry do think a Code that is practical and administered by experienced men in the industry is a desirable thing.

DURING the past six months your administrative officers besides taking care of the general affairs of the Association, have had to make decisions on certain laws and proposed laws, which to a greater or lesser degree, affect the interests of our members. As it is reported that meetings of 44 State legislatures will be held in 1935, it is more than likely that laws and proposed laws will require considerable of our time. To cope with a situation such as this, it needs to be recognized that not only will it take time, but in order to be effective, the Association and officers and committee men working on these matters, will have to incur certain necessary legitimate expenses.

At present the money received in dues is just a little more than we need for the expenses of routine and regular work of the Association. I am, therefore, making the suggestion that a committee be appointed by the incoming administration to review the amount of dues now paid. There are many firms who would become members if the dues were lower, and still many others who would become members if the dues were higher. One of this latter class told me that the dues asked were insufficient to accomplish the work he thought an Association should do.

If a committee is appointed to study dues as suggested, three plans can be considered. First, a certain sum to be paid on the basis of number of employees; second, a per cent on the volume of business, leaving it to the member to select the class according to volume of business done, in which he would pay; third, a flat sum as now but perhaps more in keeping with the expenses that are existent today in doing things. It seems to me that our capacity for service as an Association can be

TO PYRETHRUM BUYERS

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IF YOU have not already done so, now is the time to check up on your pyrethrum requirements for 1935. In checking up, make sure that you do not overlook a source of supply which has been getting more and more attention from "price-wise" buyers.

◆

WE MAKE no sweeping claims that our pyrethrum and derris products are superior to all others, but we do say that they will test as high as competitive products and will stand comparison at any time with any on the market.

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ON THE question of price, we can be a little more free in our claims. We can guarantee safely that our prices will be competitive on any quantity, large or small. We know the aversion of every buyer to paying more than necessary for a staple commodity and keep our prices closely geared to the primary market at all times. We feel certain that if you call on us to quote on your 1935 requirements, you will find our proposition interesting.

◆

If you are attending the Insecticide and Disinfectant Convention in New York, Dec. 10 and 11, be sure to stop in at the Benkert quarters.

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increased and improved so as to make the dues that are asked a profitable investment for every firm in the industry. Right now, our dues are a bargain.

Another suggestion that I would offer for your attention is the establishment of a Committee on Legislation. The practice of leaving it with the President and Secretary fails to take into consideration the many angles of a law that needs to be considered. Two heads are better than one, but in our membership we have men who, because of experience, can see the nice points in a law or a proposed law and to my mind five men on a legislation Committee will insure us of not overlooking anything that affects our interests. Further, as such men on legislation were continued in office, their opinions and recommendations would become increasingly valuable. As an example, there has been a good deal of work done in the matter of a State Pharmacy law passed in 1921. None of us knew much about it, yet it contains provisions that affect many of our members.

Then, there is the proposal of a new Food and Drug Act. The proposed new law was brought out this year but failed of passage. Dr. P. B. Dunbar, Assistant Chief of the Food & Drug Administration, on October 30th told the Association of Official Agricultural Chemists that the fight for the passage of a New Food & Drug Law would not be terminated until it has been won "for the public and for the honest manufacturer."

Because of this, as our group may have some members who will be directly affected, and more members who look for an amended or new Insecticide Act to follow, I have continued the Special Committee on the Food & Drug Act. They are familiar with the details of the legislation desired and because of contacts made among members of the Senate and Congress, can act promptly and directly in safeguarding the interests of our members if they are affected.

And now to end.—for two years you have honored me to the elective office of President. They have been busy years. To the best of my ability, I have performed the duties of the office. I may not have made decisions that pleased everyone. That is human. But I think I am going to look back on 1933 and 1934 as two of the most interesting years of my life.

———♦———

Approval of a $25,000 budget for the agricultural insecticide and fungicide industry has been announced by NRA, with contributions to be made on the basis of one-tenth of one per cent on actual net sales during the budgetary period. Even those whose main line of business is in some other field must contribute, according to a recent order, unless sales of products under this code are less than $2,500 annually and less than 10 per cent of such company's total net sales.

———♦———

George M. Armor, McCormick & Co., Baltimore, and E. L. Brendlinger, Dill Co., Norristown, Pa., have been named by the Flavoring Extract Manufacturers Association as the two members to which it is entitled on the Code Authority for the Flavoring Products Industry.

Report of the Secretary

By JOHN H. WRIGHT

THE preparation of an interesting report covering a year's activities of the office of the Secretary of this Association is a difficult matter. Most of the affairs of the office are routine in character and from the fifty-three general and special bulletins issued to members, should be familiar to all. There is, however, the very important matter of watching legislative activities during the coming year which your Secretary believes should be called specifically to the attention of the membership. Routine matters, therefore, in this report will be handled in the briefest possible manner.

On taking office last December, your Secretary was impressed with the urgent need of accurate information as to the identity of the various firms throughout the country engaged in the manufacture of household insecticides and disinfectants. It was obvious that the records of the Association in this respect were far from complete. The need for this information was so apparent that a great deal of time and effort has been spent in accumulating from available sources all possible data regarding the membership of the industry. While we realize that our list is still incomplete and possibly in some respects inaccurate, much has been accomplished. We have cards for 749 different firms whom we believe to be active manufacturers of household insecticides or disinfectants. These records should prove of real value to the Membership Committee. They have already been well worth the effort spent in connection with the recent attempt on the part of the Association to reimburse itself for some of the monies expended in the preparation of the Code for this industry. As you are aware, every member of the industry, insofar as our records go, was requested to contribute the sum of ten dollars to help defray this expense. To date, contributions have been received from one hundred and seven concerns, of which sixty-six are not members of our Association, making a total of $1,070 received.

The Secretary's office has been glad to render assistance to Dr. White, Chairman of the Code Authority, in sending out to the entire industry the Labor Posters approved by the N.R.A., copies of the proposed budget for the Code Authority, as well as notice to be heard on the proposed Amendments to the Code.

During this year certain changes have occurred in the Board of Governors of our Association. Mr. W. J. Andree, member of the Board and First Vice-President of the Association, has been promoted by his company to a position requiring so much of his attention as to make it impossible for him to give time to the affairs of the Association. We are very sorry to have to lose Mr. Andree, but want to congratulate him upon his advancement. Mr. S. H. Bell has severed his connection with the Koppers Products Company and therefore tendered his resignation as a member of the Board of Governors. Mr. Bell is starting his own business under

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WHETHER it is an undesirable odor in your product which you want to cover,—or whether it is a pleasing fragrance which you desire to add,—whether it be in a

Liquid Insecticide
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will cut your odor covering or perfuming cost.

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Probably the most important duty of the Secretary's office is in keeping the membership advised of new or proposed legislation, both State and National, which is likely to have an unfavorable effect upon their businesses.

There were no regular sessions of State Legislature scheduled for 1934, but Special Sessions were called in fifteen States and the legislative season of 1933-1934 was probably the most active in history, both in the different States and in Washington. With the advent of the New Deal in Washington, and its mass of restrictive and regulatory legislation, it seemed that every State legislator felt that he must introduce and push some sort of bill to regulate or restrict something or other.

Several bills which would have had an important effect upon this industry were seriously considered during the past year. We are glad to state, however, that insofar as we are aware, no legislation which would be to the detriment of this industry actually became law, with the possible exception of the so-called Dunkel Amendment in New York, to which I will refer later. From the bulletins issued you should be familiar with the final disposition of these matters.

The coming year promises to produce an even greater mass of restrictive legislation. In addition to the Federal Congress, forty-four State Legislatures will be in session. From confidential reports which have already come to the attention of your Secretary, it is apparent that legislative matters will require the most careful attention during the coming months, if seriously injurious legislative action is to be avoided. There is no question but that legislation looking towards a revision of the Federal Food and Drugs Act will again be before Congress in a form—if we may believe published reports—decidedly objectionable to industry in many of its aspects. You will remember the so-called Tugwell-Copeland bills of last Winter, if passed and enforced, would have brought within the scope of the Food and Drugs Act and subject to all of the regulatory restrictions thereof most of the manufacturers of disinfectants and many insecticides, regardless of the character of their claims. As a result of the recent elections the personnel of the new Congress will present many changes. Much of the work done by the industry during last year will need to be repeated with new Senators and Congressmen, many of whom may be radically inclined and have little sympathy for the manufacturers' points of view.

In the past your Association has benefitted by the spirit of friendly cooperation which its representatives have met in Washington, even though we have not always agreed as to details. These relationships have been very valuable and include not only the officials of the Department of Agriculture but many members of Congress. Friendly relations with Senator Copeland will be particularly valuable inasmuch as he will undoubtedly, as publicly announced, have a bill of his own to present to Congress. In addition, he will probably be the new Chairman of the Committee on Commerce, to whom all bills of this character are normally referred.

A meeting of the Code Authority for the Insecticide and Disinfectant Manufacturing Industry will be held on Wednesday, December 12, at 9:30 A. M., at the Hotel McAlpin, New York. Although the code budget had not been approved by the NRA up to the time of closing, it was believed that approval will have been received by the time the Code Authority meets on December 12.

There has already come to our attention proposed legislation which will be introduced this Winter in several of the States, some of which applies specifically to this industry and is highly objectionable. I would like to discuss some of them in detail at this time but in view of the fact that they were brought to our attention in a confidential manner this is impossible.

You have been advised by bulletins of the situation which recently developed in the State of New Jersey. Under the provisions of the Pharmacy Law of New Jersey, passed in 1901, it is illegal for a poison to be sold within that State by anyone except a registered pharmacist. While this law has been on the books for many years no attempt has been made to enforce it until recently. During the Summer, however, the State Board of Pharmacy began an active campaign against the sale in grocery stores, hardware stores, etc., of products such as rat poisons, roach powders, pipe-cleaning compounds, liquid ammonia, etc., etc. If the sale of such manufactured products are restricted to drug stores, as attempted by this campaign, I believe that there are many members of this Association who will be materially affected. Active steps are now under way to combat this situation, sponsored by the Wholesale Grocers' Association and the Retail Grocers' Association, with the cooperation of numerous interested manufacturers. If there are any members of our Association interested in this matter who have not heretofore communicated with the Secretary's office, we suggest that they do so promptly.

Similar situations are apparently developing in several other States. We understand that Wisconsin, in particular, is about to begin the same sort of program. It would seem that all of these activities are a part of a wide-spread effort now being made to increase the business of the drug stores by prohibiting the sale through other outlets of as many items as possible.

In New York the so-called Dunkel Amendment to Section 1361 of the Drug, Pharmacy and Poison Law

(*Turn to Page* 121)

ANNOUNCING

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TORNADO ELECTRIC SPRAYER

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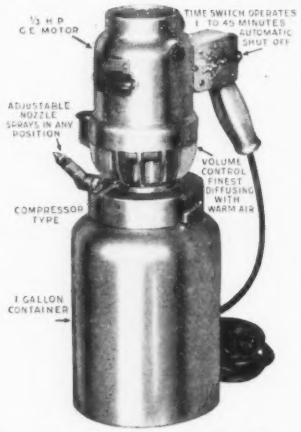
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ADJUSTABLE NOZZLE SPRAYS IN ANY POSITION
VOLUME CONTROL FINEST DIFFUSING WITH WARM AIR
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1 GALLON CONTAINER

WILL SPRAY BIG VOLUME OF INSECTICIDE AT GREAT DISTANCE IN FINE GAS FORMATION

Also Complete Line of Tornado Electric Sprayers for Every Insecticide Spraying Problem

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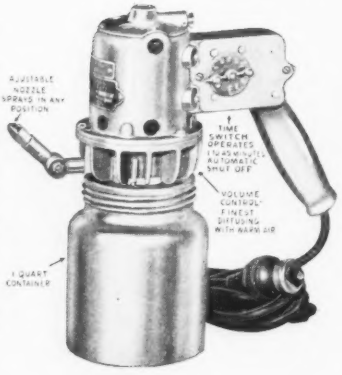
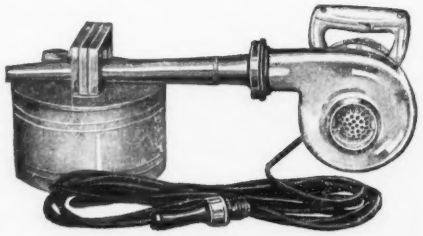
It features an automatic time switch set at any point from 1 to 45 minutes — sprays desired amount without any attention whatever — automatically shuts off. Can also be used for hand spraying. Adjustable nozzle can be set for spraying in any position. Also exclusive volume control adjustment permits spraying one ounce every two to four minutes with either fine or heavy spray. Don't fail to get the facts on this new type sprayer before buying.


ADJUSTABLE NOZZLE SPRAYS IN ANY POSITION
TIME SWITCH OPERATES 1 TO 45 MINUTES AUTOMATIC SHUT OFF
VOLUME CONTROL FINEST DIFFUSING WITH WARM AIR
1 QUART CONTAINER



MODEL 6—Fan Type unit. Will break insecticide into a very fine mist. Sprays 18' to 20'. 1/3 H.P. G.E. Universal Motor. Norma Ball Bearings, 1 gallon metal container. This model is for larger institutions, warehouses, industrials, etc., and is also highly recommended for moth-proofing solutions. Write today for complete description and circulars.

MODEL 53 — SAME AS MODEL 54 EXCEPT DOES NOT HAVE AUTOMATIC TIME SWITCH OR ADJUSTABLE NOZZLE.

MODEL 50—Fan Type unit. A fine insecticide atomizer. Sprays distance of 8' to 10'. 1/8 H.P. G.E. Universal Motor, 1 pint glass jar. 20' of rubber covered cable.

MODEL 51 — SAME AS MODEL 50 EXCEPT FURNISHED WITH 1 QUART GLASS JAR CONTAINER.

BREUER ELECTRIC MFG. CO.

862 BLACKHAWK STREET CHICAGO, ILL.

Code Authority of the Insecticide and Disinfectant Industry

Dr. Robert C. White
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Robert C. White Co.
Philadelphia

H. A. Brererton
Germo Mfg. Co.
St. Louis

W. G. Griesmer
Black Flag Co.
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Wallace Thomas
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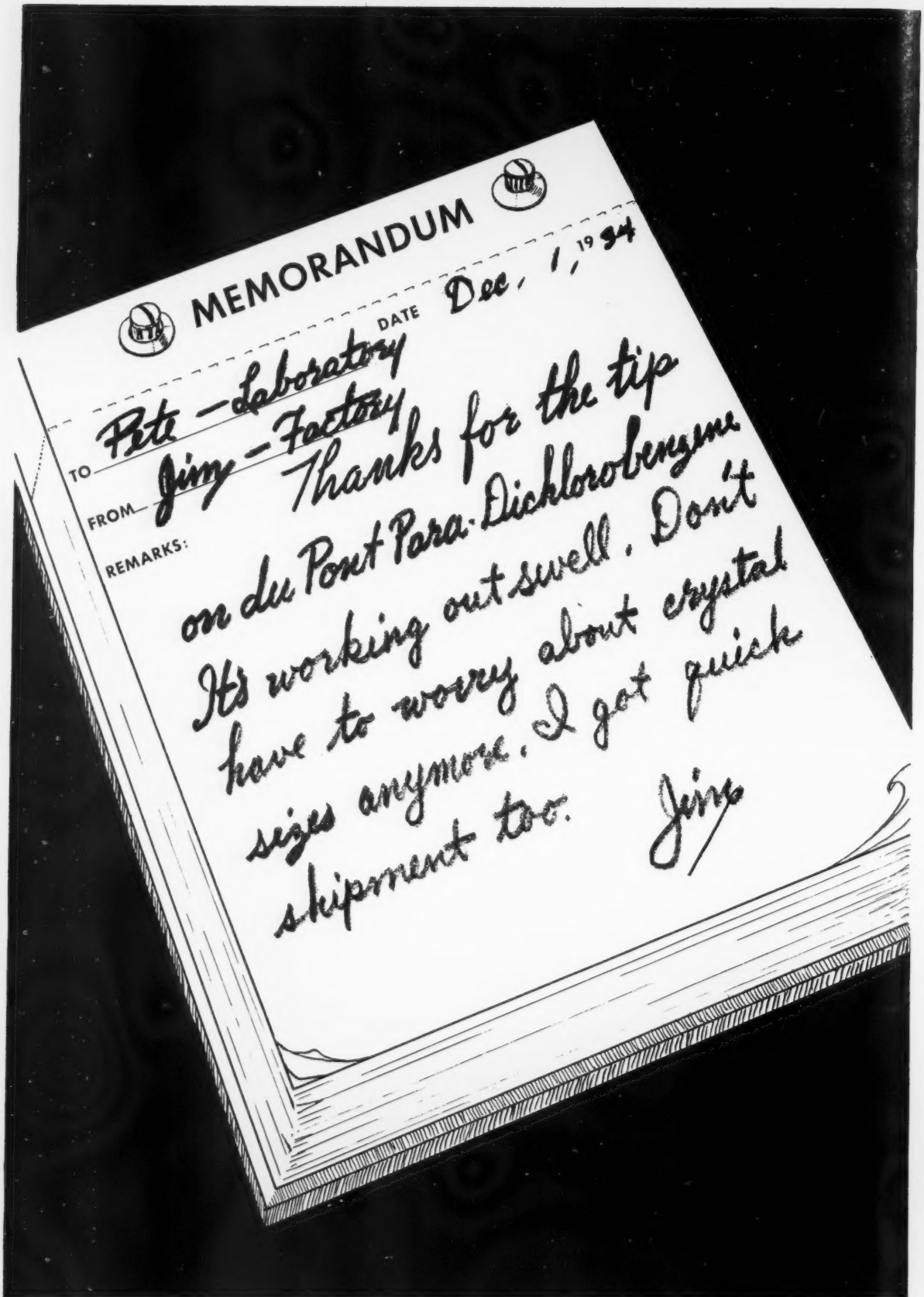
Pittsburgh

W. J. Zick
Stanco, Incorporated
New York

J. L. Brenn
Huntington Laboratories
Huntington, Ind.

E. C. Bolte
Michel & Pelton Co.
Oakland, Calif.


MEMORANDUM
DATE Dec. 1, 1934
TO Pete – Laboratory
FROM Jim – Factory
REMARKS: Thanks for the tip on du Pont Para-Dichlorobenzene. It's working out swell. Don't have to worry about crystal sizes anymore. I got quick shipment too.
Jim

DU PONT E. I. DU PONT DE NEMOURS & CO., INC., ORGANIC CHEMICALS DEPARTMENT, WILMINGTON, DELAWARE

Deodorizing Blocks

THE article herewith on deodorizing blocks, and the one on pine oil disinfectants which follows in a few pages, are two of a series of ten articles prepared primarily for publication in the 1935 Edition of the "Blue Book and Catalog" as a guide to jobbers and distributors in the purchase of insecticides, disinfectants, and other sanitary products. The information has been supplied by various leading manufacturers, the facts given here coming principally from L. B. Schwarcz, H. A. Nelson, J. L. Brenn, and others. —The Editors.

WITH an almost endless number of brands of paradichlorbenzene products on the market, all designed for deodorization, moth control and other sanitary uses, the jobber is very frequently puzzled as to which brand or brands to handle because he does not always know what constitutes a genuinely first-class article. With all kinds of blocks, cakes, and crystals available, some good and some not so good, his uncertainty may urge him to buy the cheapest and in this, he frequently makes a grave error.

The first requisite of a strictly high-grade para block is that it shall be made solely from pure paradichlorbenzene. Admixtures of other products, such as naphthalene and inert fillers in a para block reduce its quality and are primarily to cheapen the block. Naphthalene blocks and crystals unquestionably have their place in the sanitary products field, especially in moth control, but the addition of naphthalene to paradichlorbenzene blocks is distinctly not good practice.

The addition of naphthalene or useless fillers such as talc, salt, or other cheap crystalline or powdered material, is rather easily detected by examining the block after it has been in contact with the air for a week or so. If naphthalene is present, the surface will be pitted as the naphthalene has a slower rate of evaporation than the para. If an inert powder or other filler has been added, this will begin to deposit on the surface around the block after it has started to gasify. A pure para block correctly manufactured will evaporate evenly without pitting or leaving any residue behind.

Another factor which is important to the jobber who handles para products, is the appearance of the block and the relation of this to its quality and price. Good para blocks should have an even density, and a smooth, even surface. The best blocks are made in various types of presses from cold para crystals. The greater the pressure used in the press, the better the block is ordinarily. A well-pressed block should be dense and heavy for its size. A poorly pressed block may look large and look like a lot for the money, but it is probably light in weight and contains less para than the good block. Therefore, size in the block may misguide the buyer unless he knows what it means. Weight is the proper basis on which to judge value. Furthermore, a light loosely packed block will evaporate too rapidly, too unevenly, and will crumble and fall apart.

The earliest procedure in the manufacture of blocks was to melt up the paradichlorbenzene crystals and then pour the highly volatile liquid into molds to cool and harden. The chief advantage of this method is that the cost of equipment is extremely small. The loss of para by evaporation while hot, which runs up to 25 per cent, and the loss of perfume added to the hot liquid, which runs up to 60 per cent in some cases, is highly wasteful. Furthermore, air pockets are likely to form and the inside of such blocks are frequently crumbly and brittle. It is also almost impossible to secure uniform blocks. This type of block usually does not give great satisfaction to users.

The economical method for making small blocks is by use of the machine or foot press. This is for the three and four ounce sizes. Although the foot-press blocks are not as well pressed as a machine-pressed block, they are superior to the molded blocks. Of course, it is impossible to make the 1½ and 2½ pound sizes on a foot press. The pressure needed to press these large blocks runs well into the tons and it must be secured by especially built automatic presses or hydraulic presses. The latest development in this field is the powerful electric automatic presses which give a pressure of from 60 to 100 tons, and will turn out 25 to 60 blocks per minute. These blocks can be recognized by their firmness, density, uniformity, and their long-lasting qualities when used.

In selecting blocks, care should be taken that the perfume is of the correct type or it will not be satisfactory. Some perfumes last only during a very short period of the life of the block. Some times they are used in too great a quantity and make the outside of the block wet and greasy. The same thing may occur where the wrong kind of perfume material is used. This "sweating" not only makes the block greasy to handle, but will cause running and may streak walls as well as making the container very messy. The perfume used with para should have approximately the same rate of evaporation as the block itself and should last until the last few crystals with a uniform intensity of odor. If the block has no perfume when the para is half or nearly all evaporated, it is evidence that the wrong type perfume has been used.

In the matter of coloring para blocks, it may be said that the tendency of late has been toward using more plain white blocks. The possibility of staining

HAVE YOU TESTED THESE PARENTO PRODUCTS?

CRYS-TINTS

Perfume and color paradichlorbenzene blocks and crystals, bath salts, and moth-balls in one operation.

Crys-Tints are highly concentrated perfume oils offered in the following series:

Series Double Strength @ $2.90 per lb.
Series Single Strength @ $1.50 per lb.
Series D—Uncolored @ $0.50 per lb.
Series E—Uncolored @ $1.00 per lb.

Ask for Folder S describing these products in detail.

CITRONE NO. 2 PARENTO
at
$1.00 per lb.

BOUQUET NO. 1 PARENTO
at
$1.50 per lb.

Perfume Oils soluble in Hydrocarbon Bases for Fly Sprays and other Insecticides

BOUQUET KMS

at $3.00 per lb.

Excellent for perfuming soaps, disseminator fluids, etc.

Compagnie Parento, Inc.

Executive Offices and Laboratories
CROTON-ON-HUDSON, N. Y.

New York
507 Fifth Avenue

Toronto, Ont.
73 Adelaide St. W.

Los Angeles Detroit Chicago

and of the color residue being left in holders has accounted for this. However, where the three and four ounce cakes are to be used exclusively for urinal deodorization, color adds to the appearance and may "match" the odor. However, in general, tinted blocks are not recommended for moth control work or where they are used in wall holders.

It has been said that the best blocks are made from pure paradichlorbenzene. Of course, blocks made wholly from naphthalene are available and also serve a definite purpose. They are considerably cheaper than para blocks owing to the fact that naphthalene sells for less than half of the price of paradichlorbenzene. Where a cheap product must be furnished, naphthalene blocks offer a suitable substitute for para blocks. The naphthalene evaporates less rapidly than para, its odor is not as intense, and it does not cover other odors as well for this reason. For moth control work, naphthalene and para are held on approximately an equal plane by the Department of Agriculture.

THREE TYPES OF LIQUID SOAP

Olive Oil Soap.—Dissolve 227 kilograms of potash in the minimum quantity of water and stir in 182 kilograms of olive oil, 362 kilograms of palm oil, and 362 kilograms of coconut oil previously warmed to 49° C. Add 170 liters of alcohol and heat to 82° C. with refluxing. After saponification is complete, cool and stir in 5.6 liters of water.

Coconut Oil.—Dissolve 6 kilograms of potash in 20 liters of water and add 20 kilograms of coconut oil previously heated to 49° C. Add 2.5 liters of alcohol and warm to 82° C. to saponify. Cool for 24 hours. Add 80 liters of water with a little potassium chloride or glycerine, if desired.

Glycerine Liquid Soap.—Mix well 35 parts of good soft soap with 21 parts of glycerine and crutch in 7 parts of water. Add 14 parts of alcohol. Add talc or pumice and let sediment settle. If too alkaline correct by the addition of oleic acid. A. Matagrin. *Revue Chim. Ind.*, 1934, p. 68.

Tests made with neutral potassium oleate as standard showed that sodium soaps are more effective as contact insecticides against the Japanese beetle than potassium soaps, and that soaps containing excess alkali are more effective than neutral soaps or soaps containing free oleic acid. The effectiveness of the neutral potassium soaps of the saturated fatty acids increases with the molecular weight. The laurate and myristate compare favorably with the oleate. The potassium soaps of soy bean, cottonseed and raw linseed oils are slightly more effective than the standard chosen, potassium oleate. Boiled linseed oil soap is equivalent to the standard. The soaps of blown castor oil, peanut oil and coconut oil are somewhat less effective than potassium oleate. Walter E. Fleming and Francis E. Baker. *J. Agr. Research* **49**, 29-38 (1934).

TOXICITY OF DERRIS INSECTICIDES

The toxicity of various extracts of derris root was compared. Derris root was extracted with acetone, alcohol, and water by 2 different methods. One consisted of continuous extraction in an extractor for 10 hours. The other consisted in making a suspension of the ground root in the solvent and allowing it to stand for 48 hours. The mixture was filtered. Secondary extracts were obtained by re-extracting the root residues from one solvent with a second solvent. The primary and secondary extracts were tested on apple aphis, silk moth caterpillars and mosquito larvae.

Water does not extract all of the toxic matter, though at low dilutions water extracts compare well in toxicity with acetone and alcohol extracts, but prove inferior to the latter in high dilutions. Alcohol and also water extracts lose toxicity slowly on standing, but acetone extracts are more stable. Derris extracts are more toxic to insects than solutions of pure rotenone. The latter alone is not an adequate criterion for evaluating the toxicity of derris root to insects. Toxicity to different insects varies greatly. Either continuous extraction, or soaking with subsequent filtration and washing, extracts all of the active principles which act as contact poisons when acetone or alcohol is used.

Residues from derris root extracted previously with acetone possess little or no toxicity to aphis but are both toxic and repellent to caterpillars. The residue from derris extracted first with acetone and then with water does not possess direct toxicity to caterpillars but acts as a deterrent. Joseph M. Ginsburg, et al. *N. J. Agr. Expt. Sta. Bull.* **344**, 3-22 (1934).

The effectiveness of sprays in controlling the destructive prune worm (*Mineola scitulella*) depends on the ability of the spray to penetrate the infected buds, and thereby come into actual contact with the worm inside the bud. A spray composed of 1 quart of pyrethrum extract containing 4.32 grams of pyrethrins per 100 cc., 6 gallons of kerosene, and 4 pounds of neutral soap is diluted to 100 gallons. Such a spray gave 93 per cent control of the insect. Sprays in which dormant oil and blood albumin were substituted for the kerosene and soap, respectively, gave poorer control. Lead arsenate, lime-sulfur, nicotine, oil and fluorine compounds were ineffective. R. W. Haegele. *Idaho State Hort. Assoc.*, 38th Ann. Convention.

In laboratory experiments 100 per cent control of the larval stage of the apple fruit miner (*Argyresthia conjugella Zell.*) was obtained by dusting the eggs with powdered derris. Spraying the eggs with an emulsion of cottonseed oil and soap was ineffective. J. H. Stapley. *J. South Eastern Agr. Coll.*, Wye, Kent, No. **34**, 87-92 (1934).

A cleaning fluid comprises an emulsion of a dichlorbutane, an alkylolamine soap and water. Shell Development Company. Canadian Patent No. 346,023.

CONFIDENCE

℄ Confidence results from individual experience or from observation of general performance. ℄ LETHANE 384 was subjected to exhaustive tests covering all phases of use before it was offered to the insecticide manufacturing industry. ℄ It earned our fullest confidence. ℄ When its speed of action, its high killing power, its safety, its stability and its uniformity had been established, it was submitted to progressive insecticide manufacturers. ℄ Some, convinced by their own tests, soon adopted it for use in the manufacture of their products. ℄ Others, more hesitant to change or more conservative, waited until convinced by the success of these pioneers. ℄ A fair consideration of the merits of LETHANE 384 by either method will convince you of its advantages, and its use will give you confidence in the superiority of your insecticide.

RÖHM & HAAS CO., INC.

222 West Washington Square **Philadelphia, Pa.**

Pine Oil Disinfectants

THE problem of choosing between the many brands of pine oil disinfectant, offered at so many different prices, is aggravated by the fact that the quality of a disinfectant really cannot be determined except by a bacteriological test,—and few buyers have the facilities necessary to make such a test. Nevertheless, there are ways by which the buyer can protect himself and make sure that the pine oil disinfectant offered him is the grade he wishes to handle. To begin with, the Department of Agriculture specifies that a pure pine oil disinfectant shall be made only from pine oil, soap, and water. Consequently, a product that contains hydrocarbon oil (kerosene) cannot be legally sold as a "pine oil disinfectant". Such a product, to be within the law, must be sold under a different name, and the seller is required to make specific mention on his label of the percentage of hydrocarbon oil in his product, and to declare it as "inert matter," since hydrocarbon oil does not possess disinfectant qualities.

Reputable manufacturers of pine oil disinfectants are always willing to give a certified analysis, and this, when given in writing, is the best assurance a buyer can have, provided he knows what to ask for. A dependable pine oil disinfectant, when made with rosin, should contain approximately 70% steam distilled pine oil, 21% rosin soap, with inert matter (water) of not over 9%. Pure pine oil disinfectants can also be made with vegetable oil soaps, instead of rosin soaps. In that case the percentage of soap may be as low as 9% and the water as much as 21%. Since water has no disinfectant value, it must always be declared on the label as "inert matter."

Another thing to look for when buying pine oil disinfectant, is a statement of coefficiency, which indicates germ killing strength. The Government requires that this appear on all packages. Pine oil disinfectant is usually offered with a coefficiency of either 3 or 4, and the difference in the wholesale price between these two grades is about five cents per gallon.

Do not be misled by the *color* of the disinfectant. Some sellers would have you believe that color determines the efficiency and germicidal quality of the disinfectant. That is an erroneous belief. Pure pine oil disinfectants, made with rosin soap, often are darker in color than those made with vegetable oil soaps, yet the coefficiency of both commercial grades is practically the same.

There are pine oil disinfectants on the market made with destructive distilled pine oil instead of steam distilled pine oil. The former have a rather pungent odor and are cheaper than those made with genuine steam distilled pine oil. There are also pine oil disinfectants which are made with pine oil of inferior quality. Naturally, these too can be offered at lower prices than the dependable grades which are made with pine oil of predetermined specifications.

It is thus readily apparent that pine oil disinfectants may be had in different qualities and at many varying prices. The safe course to follow, obviously is to insist that your supplier furnish you with disinfectants of proven quality. Ask him to give you *in writing*:

1. A certified analysis showing percentages of pine oil, soap, and water.
2. A guarantee that the disinfectant is made from *steam* distilled pine oil according to specifications by the leading producers.
3. A guaranteed coefficiency appearing on every package. This coefficiency should be either 3 or 4 by the F. D. A. Method. (Food and Drug Administration Method).
4. Proof of his business standing—which after all is your ultimate guarantee of his dependability.

—— ♦ ——

Dr. Frederick J. Cullen, formerly Chief of Drug Control of the United States Food & Drug Administration, has been appointed general representative for the Proprietary Association at Washington. Dr. Cullen succeeds Ervin F. Kemp who died recently after thirty years of service in the association. In his new capacity Dr. Cullen will act as liaison representative between the association and the Food and Drug Administration.

—— ♦ ——

George W. Merck, president of Merck & Co., Rahway, has established several research fellowships on behalf of the company at University of Pennsylvania, University of Virginia and University of California for the study of drugs, bacteriology, pharmacology, alkaloids and physiology.

—— ♦ ——

Breuer Electric Mfg. Co., Chicago, are putting out a new type Tornado electric automatic time sprayer, equipped with a 1/3 horse power Universal motor and a gallon spray tank. This new sprayer is said to be particularly suitable where large areas are to be sprayed.

—— ♦ ——

One of our readers is interested in learning the name of the maker of "Mozby's A-Z Antiseptic." We will greatly appreciate having any information about this product addressed to the offices of SOAP at 254 West 31st Street, New York.

—— ♦ ——

Hercules Powder Co. will pay an extra dividend of 75c. a share on its common stock, December 21, in addition to the regular 75c. dividend. This makes a total of $3.50 a share paid during 1934.

BEST SUITED TO YOUR NEEDS

NEWPORT PINE OILS

GENERAL NAVAL STORES COMPANY, INC.

Address Main Office: *230 Park Avenue, New York City*

NEWPORT

Plants: *De Quincy, La.; Pensacola, Fla.; Bay Minnette, Ala.*

A Study of Compensation for Sanitary Supply Salesmen

This report was prepared from facts obtained by the National Association of Insecticide and Disinfectant Manufacturers for presentation at the 21st Annual Meeting of that organization. Discussion of the report at the meeting is being led by S. S. Selig and J. L. Brenn.

THE rates of compensation paid to salesmen of sanitary supplies is the subject of this report. A more or less cursory study of the subject has been made. This has been supplemented by facts obtained from questionnaires sent out to some thirty-five or forty sanitary supply houses. Of these, twenty-eight were returned, filled out completely in most cases. On the whole, they represent returns from the larger and better-known supply houses. In this respect, the information given may not be typical of the sanitary supply trade as a whole. Of the total returns, two firms stated that they make all of the products which they sell, while on the other hand, the same number of firms stated that they did not make any of the products which they sell and are strictly jobbers. In between, the greatest number of companies who reported, sell both products of their own manufacture and products which they buy from other manufacturers. The average for the entire group shows that just about half of all the products sold direct to consumers by sanitary supply houses, is of their own manufacture and that the other half is jobbed.

This study was undertaken primarily to find out what degree of uniformity exists in compensating salesmen. Only salesmen selling at retail to the industrial and institutional consumer, that is to factories, office buildings, hospitals, hotels, institutions, etc., were considered. The information was secured from houses handling more or less complete sanitary products lines. The facts came from competing firms handling in a general way pretty much the same line of products. But here the similarity ends. No two firms reported using exactly the same method or rate of compensation. In fact, the wide variation in the rates of commission paid is somewhat difficult to explain. A few houses pay a salary plus a commission. One or two pay a definite percentage of the profit on each order,—40 to 60 per cent. But by far the greatest number pay a straight commission, varying on the average all the way from twenty per cent up to thirty-five per cent.

The question has often been asked,—just how much does the average sanitary supply salesman make a year? Cases have been reported where the better type of salesman made as high as fourteen and fifteen thousand dollars back in 1929 and 1930. From such information as can be secured, these same men who earn in the higher brackets selling sanitary products, are today making less than half of the figures of five years ago. At the same time, there are a very considerable proportion of salesmen in this trade who have not averaged more than $1,200 over the past two years. Between these two groups, lies the average for the whole trade. Returns from the questionnaire show that the average gross earnings on a commission basis is $3,612 per year. From this figure must be deducted the various and sundry expenses of the salesman. The net average figure computed from the questionnaire is $2,464. The highest gross average earnings for the salesmen of a single company were given as $7,000, and the highest net, from the same company as $4,500. The lowest gross figure reported for any one firm was $2,000 and the lowest net figure,—not from the same company,—was $1,500.

Therefore, if these figures were typical of the industry, the range of net earnings of salesmen would be between $1,500 and $4,500 per year, with $3,000 the middle point. However, there are throughout the country over one thousand firms which are classified as manufacturers and distributors of sanitary products. Many of them are very small concerns doing strictly a local business. In many instances, their turn-over of salesmen is very rapid. The road for salesmen for these concerns is rather rocky and their earnings are small. The chances are that their average yearly net earnings are much closer to $1,000 per man than they are to $4,500, the top figure mentioned above.

It is quite apparent that figures for twenty-eight of the better-known companies of the sanitary products field cannot be representative of the entire trade. The larger and better-known firms naturally are in a position to get the better type of salesmen and to get better prices for their goods. Their men earn more money than those of the smaller companies. With this and other factors considered, we might make a guess as to the average earnings of all salesmen in the business. This figure would probably be somewhere in the vicinity of $1,800 net per year.

Let us get back to some of the other facts as reported

DEO-BASE

Reg. U. S. Pat. Off.

..."free from kerosene odor..."

Can you say this about your liquid insecticide? Or does it leave that repulsive odor of kerosene which so seriously interferes with sales?

—— ♦ ——

Here is what Dr. Eric Kunz, managing director of Givaudan-Delawanna, Inc., recently wrote in an article on insecticide odors:

"The greatest step toward the modernization of fly sprays has been the adoption of a highly purified hydrocarbon distillate, free from kerosene odor, as a solvent and carrier for pyrethrum. Oils of this type, refined to a purity similar to that of white mineral oils, have all the desirable properities of kerosene, but lack its repulsive odor."

—— ♦ ——

DEO-BASE is the ideal base for liquid insecticides . . . complete freedom from kerosene odor . . . assures your finished product ready acceptance by housewives, hotels, bakeries, dairies, manufacturers of food products . . . wherever the tell-tale odor of kerosene sprays is found objectionable.

—— ♦ ——

DEO-BASE specifications: Flash point: over 170° F.—initial boiling point: over 370° F.—end point: below 505° F.—color: water white—no Kerosene odor.

L. SONNEBORN SONS, Inc.

Refiners of White Oils and Petrolatums

New York Office
88 Lexington Avenue

Refineries { Petrolia, Pa. / Franklin, Pa.

Chicago Office
820 Tower Court

on the questionnaires. In the matter of travel cost, only two firms reported that they allow any travel expenses to their men. In both of these cases, the allowance is an automobile mileage rate. The balance of the firms reported that their salesmen pay all of their own expenses. In the cases where a mileage rate is allowed, the commission paid naturally takes this into consideration. The average commission paid on the entire line by these two houses is only 20 per cent, seven percentage points under the group as a whole.

Now comes the subject of drawing accounts and payment of commissions. Eight concerns pay commissions monthly. The others pay weekly, but most of them adjust at the end of the month. At least two-thirds of the questionnaires stated that the companies allow drawing accounts to new men. There were various modifications in these replies. Some stated that experienced men in the industry were allowed drawing accounts, but inexperienced men were not. Some pay drawing accounts after two, three or four weeks trial periods. Nine companies merely answered the question about allowing drawing accounts for new men in the negative. Four companies charge their salesmen for samples sent to their customers. One firm splits the cost with its salesment. Others do not charge the salesmen for samples.

In the matter of credit responsibility for the accounts sold, more than half of the houses in some way make the salesmen at least partly responsible. In one case, the salesmen have to stand half of the loss on bad accounts. In some instances, the only loss which the salesman has is being charged with the commission paid him on the bad account. In a number of cases, the salesmen are required to go out and collect accounts which are long overdue. Close to half of the firms, however, assume the full credit responsibility if they accept the business, and do not hold the salesman responsible in any way.

Now there comes an inspection of the rates of commission paid on various parts of the sanitary products line. The questionnaires indicate that the average commission paid by all houses on their entire lines is 27 per cent. In discussing this question of commissions with various houses from time to time, the impression was secured that on most sanitary specialties, the rate was higher than this. Of course, the inclusion of various types of sanitary equipment, as well as soap powders and scouring powders, all of which are subject to lower commission rates than other items in the line, may account in part for making the average appear lower. If only things like paradichlorbenzene products, liquid insecticides, disinfectants, liquid soaps, polishes and floor products are considered, the average rate for all the reporting companies would undoubtedly show up somewhere over 30 per cent.

The following figures represent the average commission paid on various items as reported, and also give the highest and lowest commission rate reported:

Season's Greetings

We hope 1934 was good to you and we extend to you our best wishes for a

1935

full of Health, Happiness and

PROSPERITY

to you and all of yours

The patronage of the trade this past year is sincerely appreciated and we are sanguine in our hopes that December, 1935, will see all of our old customers still with us, happily added to by many of our new friend customers.

After 40 years of uninterrupted service we still confidently say:

"There still is sentiment in business." More—there still is principle. For these forty years we have stood for

1—Purity
2—Uniformity
3—Prime Condition
4—Rigid Testing
5—Service
6—Fair Prices

The proof of the appreciation of our customers in their belief in our application of these principles takes us to the proverbial "Seventh Heaven."

We are old fashioned enough to feel that

"There Is A Santa Claus"

MAGNUS, MABEE & REYNARD, INC.
Essential Oils
32 Cliff St., New York

The Original Fly Spray Perfumes

BOUQUET No. 77

Produces a very fine lilac like odor in all fly sprays in which kerosene or petroleum distillate is used as a base. Only one ounce necessary to perfume one gallon of spray. Guaranteed not to stain.

BLEND No. 7

For those who desire a lower priced product which still possesses the features which have made Bouquet No. 77 extremely popular.

Both Bouquet No. 77 and Blend No. 7

are odors from which you can make sprays suitable for use anywhere. Especially recommended for use where food products are stored, sold or used.

On request we will send an interesting leaflet fully describing perfumes for deodorizing crystals or blocks, fly sprays and theatre sprays. Samples of these products will be furnished on application.

MEMBER NATIONAL INSECTICIDE AND DISINFECTANT MFRS. ASSN. INC. 1914 INC.

P. R. DREYER INC.

12 East 12th Street New York

"It's the Odor that Sells the Product"

COMMISSIONS PAID

	Average	*Low*	*High*
AVERAGE	27	20	35
Para Blocks	27	25	40
Liquid Insecticide	28	20	40
Disinfectants	28	20	40
Liquid Soaps	25	15	30
Floor Products	28	20	40
Pine Scrub Soap	27	25	40
Soap Powders	12	5	25
Scouring Powders	13	5	25
Polishes	28	20	40
Powder Insecticide	29	25	40
Dishwashing Compound	25	20	40
Block Holders and Other Equipment	13	10	25
Mops, Brushes, etc.	17	7½	25
Other—Paper Goods, etc.	17	10	25

In studying the figures and comparing them with compensation paid in other trades, the impression is obtained that sanitary product commission rates are high. At the same time, the earnings of sanitary supply salesmen as a group do not appear any too high,—in fact they do not appear high enough on the average to attract any salesman worthy of the title. When it is considered that salesmen of commodities generally, and particularly those of a chemical nature, are paid on the whole a commission rate between two and ten per cent, with an average of about five, and that sanitary supply salesmen are paid almost thirty per cent, we have a rather peculiar situation. If there are shortcomings which account for this, are they represented by the calibre of the salesmen as a whole, by the products themselves, or are there just too many sanitary supply salesmen peddling their wares?

The question has arisen on a number of occasions that possibly the high rate of commission paid to salesmen and the comparatively wide spread between price to the jobber and price to the ultimate consumer, may be important factors in some of the ills of the industry. There is no doubt but that the high rates of commission paid salesmen has given to a great many of these salesmen the idea that the margin of profit in either the manufacture or jobbing of sanitary specialties, is extremely large. The same impression is secured when a salesman finds out, as they very frequently do, that the cost of manufacture or the cost to the jobber of an item which sells to the consumer for a dollar, is sometimes only twenty-five cents. They think that there must be wads of money to be made in the business, and the first thing, there is another salesman in business for himself. First he starts as a jobber in a small way, later making this item or that item, and adding to his line. All of you sanitary specialty manufacturers have been through this and you know that it is a more or less common occurrence. This is probably why there are such a large number of small organizations in the trade today, some of them of a very uncertain character and many with little or no excuse for existence. May be this is the answer why there are probably twice as many sanitary supply houses in the country as are necessary to take care of such business as is available.

WHY YOU CAN BE SURE *with* COAL TAR PRODUCTS FROM KOPPERS

1. KOPPERS IS ONE OF THE TWO LARGEST PRODUCERS OF COAL IN THE UNITED STATES
This has given Koppers a thorough knowledge of the coals from which tar products are produced.

2. KOPPERS BUILT OVER 75% OF ALL THE BY-PRODUCT OVENS IN THE UNITED STATES
This has made Koppers more familiar than any other organization with the processes of tar production.

3. KOPPERS IS ONE OF THE THREE LARGEST PRODUCERS OF CRUDE TAR IN THE UNITED STATES
This has kept it in intimate daily contact with the practical side of the production of coal tars and their products.

DEPEND ON KOPPERS FOR COAL TAR PRODUCTS

TAR ACIDS
CRESOL, U. S. P.
PHENOLS
CRESYLIC ACID
98% to 100% STRAW COLOR
TAR ACID OILS
NEUTRAL HYDROCARBON OIL

KOPPERS PRODUCTS COMPANY
KOPPERS BUILDING
PITTSBURGH, PA.

·FELTON PRODUCTS·

FOR SOAP, DISINFECTANT, AND INSECTICIDE MANUFACTURERS

AROMATIC CHEMICALS

We produce a comprehensive line of aromatic chemicals at our Brooklyn factory. Of special interest to soap makers are

AMYL CINNAMIC ALDEHYDE
AMYL BENZOATE
BENZYLIDENE ACETONE
CITRAL
EUGENOL
GERANIOLS
GERANYL ACETATE
ISO BUTYL BENZOATE
ISO EUGENOL
LINALOOL
LINALYL ACETATE
METHYL PARA CRESOL
PARA CRESOL ACETATE
RHODINOL

SOAP PERFUMES

A complete range of tested soap odors, floral notes, bouquets and heavy oriental odors. Will not discolor. Of more than usual importance is our new line of soap odors uniformly priced at One dollar a pound, full strength and high coverage.

INSECTICIDE SPRAY ODORS

KEREX LORIENT
KEREX CHERIE
AIRDOUX
DULCENE

To cover the odor of kerosene and impart a delightful scent to your spray at a cost of less than three cents a gallon.

VITAFLOR—To neutralize the odor of kerosene and leave a fresh, clean scent. Also excellent (*Trade Mark Ptd.*) for floor waxes, polishes and spot removers.

CARBAROMES—For cresylic and carbolic acid sprays.

DEODORANT BLOCK ODORS

COLOROMES—Combined perfume and color which will perfume and color your blocks or crystals in one simple operation. Available in a complete assortment of odors and colors. Perfume also supplied without color.

WATER SOLUBLE PERFUMES

AQUAROMES—Completely water soluble perfume oils. For use in theatre sprays, liquid soaps, shampoos, etc.

FORMAROMES—For use in formaldehyde sprays.

SAMPLES AND QUOTATIONS FURNISHED ON REQUEST.

●

FELTON CHEMICAL COMPANY, Inc.

603 JOHNSON AVENUE, BROOKLYN, N. Y.

Aromatic Chemicals — Natural Isolates — Perfume Oils — Artificial Flower and Flavor Oils

Stocks carried in following cities:

Chicago, Ill.
1200 N. Ashland Ave.

New Orleans, La.
ROBERT E. FELTON
Balter Bldg.

St. Louis, Mo.
KIEFER SALES
& ADV. SERVICE
245 Union Blvd.

A COMPLETE SERVICE FOR THE WEST
FELTON CHEMICAL CO. INC.
515 So. Fairfax Ave.
Los Angeles, Calif.

The high rate of commission and the supposedly great profits seem to be responsible for the excessive number of firms in the business, while the large number of competitive houses makes the continuation of a high commission rate necessary if the salesmen are to make anything at all.

To conclude,—the facts indicate that there is little or no uniformity in the method or rate of payment for sanitary supply salesmen,—that the rates of commission on the whole approach almost those of a racket rather than a legitimate business,—that the rate of commission gives salesmen false impressions about the profits in the business and induces them to leave their employers and go into business for themselves,—that there are too many firms in the sanitary supply trade in proportion to the available business and that this is a factor in the continuation of the payment of high sales commissions.

This report concludes with the suggestion that a committee of this Association be appointed to study this subject further with a view to finding what might be the most suitable uniform rate and method of compensation for salesmen, and with a view to recommending methods to minimize the practice of comparatively unqualified salesmen starting up in business for themselves, and also to minimize the transferring of salesmen from one employer to another.

—— ♦ ——

Arthur Henriksen, formerly vice-president and general manager of Norda Essential Oil & Chemical Co., New York, has started operations under his own name, with offices at 30 Irving Place, New York. Essential oils, aromatics and perfume specialties will be handled. Mr. Henriksen has had a long and varied experience in this field. Before entering the supply end of the perfuming business he was chief perfumer for the Palmolive Company.

—— ♦ ——

Julius F. Ahles, father of Harry J. Ahles, Chicago representative for John Powell & Co., New York, died November 29 at his home in Chicago. Mr. Ahles, Sr., was general freight agent for the Erie Railroad and had been connected with that line for over fifty years. He was 77 years of age.

—— ♦ ——

P. R. Dreyer, Inc., New York, essential oils and perfume specialties, has taken an additional floor at its headquarters at 12 East 12th Street, to handle its growing business. The added space will be used for storage purposes, thus enabling the company to keep additional stocks for immediate shipment.

—— ♦ ——

Edgar C. Bootay, who received his undergraduate training at Hobart College, and graduate training in medicine and pharmacology at the University of Rochester Medical School, has joined the staff of A. A. Lund & Associates, New York, as sales specialist and technical consultant to the pharmaceutical, cosmetic, and soap industries.

?

What Will The 1935 MODEL Urinal Strainer Be?

HYSAN ANSWERS WITH THESE FACTS

. . . new, patented, durable, vitreous china Urinal Strainer that strains like a wire screen—not even a match can pass thru.

. . . holds Urinal Blocettes up to six ounces.

. . . locks with a key.

. . . can be installed in a few minutes.

. . . it's a strainer that really prevents stoppage and overflows.

. . . priced so low that you can sell it at a handsome profit.

. . . we supply this new 1935 Model Urinal Strainer with or without blocs.

MANUFACTURERS!

● **You can sell your own blocs with our strainers.** ●

WRITE TODAY FOR DETAILS.

HYSAN PRODUCTS COMPANY

MANUFACTURING CHEMISTS

SPECIALTIES FOR HYSAN SANITATION

2560 W. ARMITAGE AV. CHICAGO, ILL.

THE WAY TO THE *Ultimate Consumer*

WHATEVER YOUR product may be, insecticide, disinfectant or fungicide, in the hands of the ultimate consumer it usually passes through either a sprayer or a duster. Hudson is the pioneer in the manufacture of both lines. Each item in the Hudson line, whether for household or commercial use, is worked out to do its job efficiently.

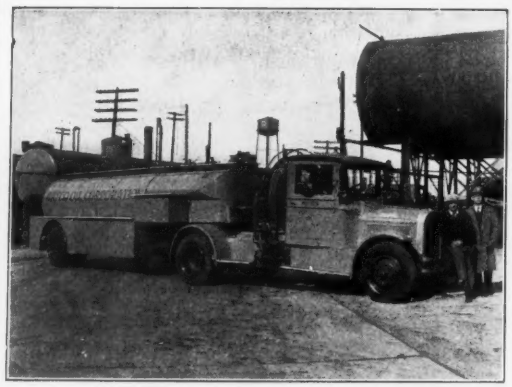
Hudson Sprayers in the hands of your consumer distribute the material so that it develops its full killing power.

Protect your trade. Increase resale possibilities by selecting your requirements from the most complete Hudson line.

Write for desired information.

H. D. Hudson Mfg. Co.
582 E. Illinois St. Chicago, Ill.

HUDSON SPRAYERS



G. F. B. Aluminum Concentrate
Opens Vast Sales Opportunities For You

A bird's-eye-view of every town and city would visualize to you how the use of aluminum finishes as a maintenance product is increasing tremendously. Public buildings, industrial plants, railroads, petroleum refineries, public utilities are a few large users on bridges, water tanks, storage tanks, metal work of all kinds. On the inside are wood surfaces, steel, plaster, brick, wallboard, cement and concrete.

The maintenance man does the buying of these finishes—the same man you sell your other products. Now you can offer him a further service and tremendously expand your market.

G. F. B. Aluminum Concentrated Base Color is the same high standard of quality as all Federal Products with these exceptional features:

1. It has plus hiding qualities. Gives unusual results on one coat work.
2. Its base is a mixture of asphaltic and bakelite type varnish combining maximum floating qualities and durability. The leafing and floating of the aluminum are what create the fine finish.
3. Works easily under the brush without roping. An amateur can get excellent results.
4. Gym Finish and the bakelite vehicle give it extreme durability. Resists exposure, acids, alcohol, alkalis.
5. Unusual hiding and spreading power makes it economical in cost per square foot. Its durability makes repainting less frequent.

Let us tell you more about this newest product of our laboratories and how you can increase your sales and profits in this huge field.

Write to-day for complete information and a trial sample.

FEDERAL VARNISH CO.
337 So. Peoria St. Chicago, Ill.

NEW ANTISEPTIC OIL

The Australian ti-tree oil industry is still in its infancy, but already the quality of its products promises rapid growth. The discovery was made by two Australian scientists that most ti-trees are rich in an antiseptic oil of very fine quality similar to eucalyptus. As a result, a company was formed to produce oil from this tree. The oil is obtained from the leaves by steam distillation. At present there are two small distilleries in Australia, each capable of treating about one ton of leaves per day. This quantity of leaves yields only about 20 pints of ti-tree oil.

The trees from which the leaves have been stripped are allowed to grow again, and are ready for the next harvest in about 18 months. Although the leaves are not so abundant as before stripping, they are of better quality, and contain a greater percentage of the valuable oil. The oil has practically all the properties of eucalyptus oil and a good many other properties besides. Used as a mouth-wash it is an excellent antiseptic, non-toxic and non-irritant. Because of these unique qualities it is being used in shaving soap. G. N. Badger. *The Manufacturing Chemist* 5, 344 (1934).

—— ♦ ——

A survey of individual likes and dislikes for various odors, conducted by Givaudan-Delawanna, Inc., New York, shows that the odor of kerosene is one of the odors most generally disliked, being surpassed on the negative side only by the odor of glue. Of the other 37 items listed, the following standings are also of interest: 4th place, dry cleaning fluid; 14th, moth balls; 18th, shoe polish; 20th, metal polish; 27th, furniture polish; 29th, auto polish; and 32nd, floor wax. The table is arranged in the order of decreasing dislikes of odors.

—— ♦ ——

U. S. Bottlers Machinery Company, 4015 North Rockwell Street, Chicago, has developed a new machine for handling the vacuum cleaning and filling of bottles in one unit. Bottles are vacuum cleaned at the instant of filling, with one machine and one operator for both operations. The same vacuum cleaning attachment is available on semi-automatic U. S. Vacuum Filling Machines.

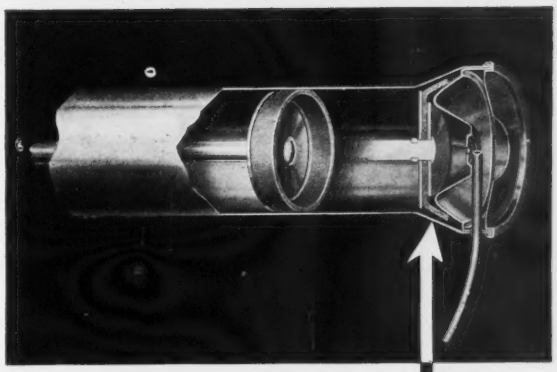
—— ♦ ——

Victor L. Roberson, who has been plant manager for Sherwood Petroleum Company in Chicago, has been elected a vice-president of the company and will in the future make his headquarters at the main offices in Bush Terminal, Brooklyn. R. T. Kennedy will succeed Mr. Roberson in charge of Chicago plant operations.

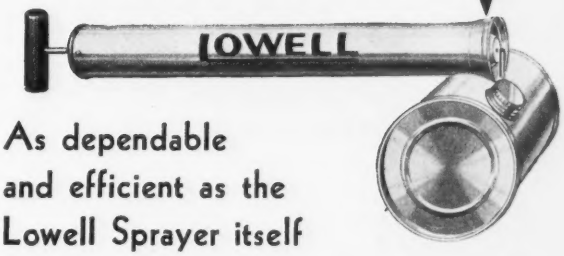
—— ♦ ——

The Procter International Award named in honor of William Procter, Jr. (1817-1874), a graduate of the Philadelphia College of Pharmacy and long a member of its faculty, has been awarded this year to Dr. John Uri Lloyd, pharmacist and chemist.

Now!



The first basic **IMPROVEMENT** *in hand sprayers or atomizers . . . since their* **INVENTION**



As dependable and efficient as the Lowell Sprayer itself

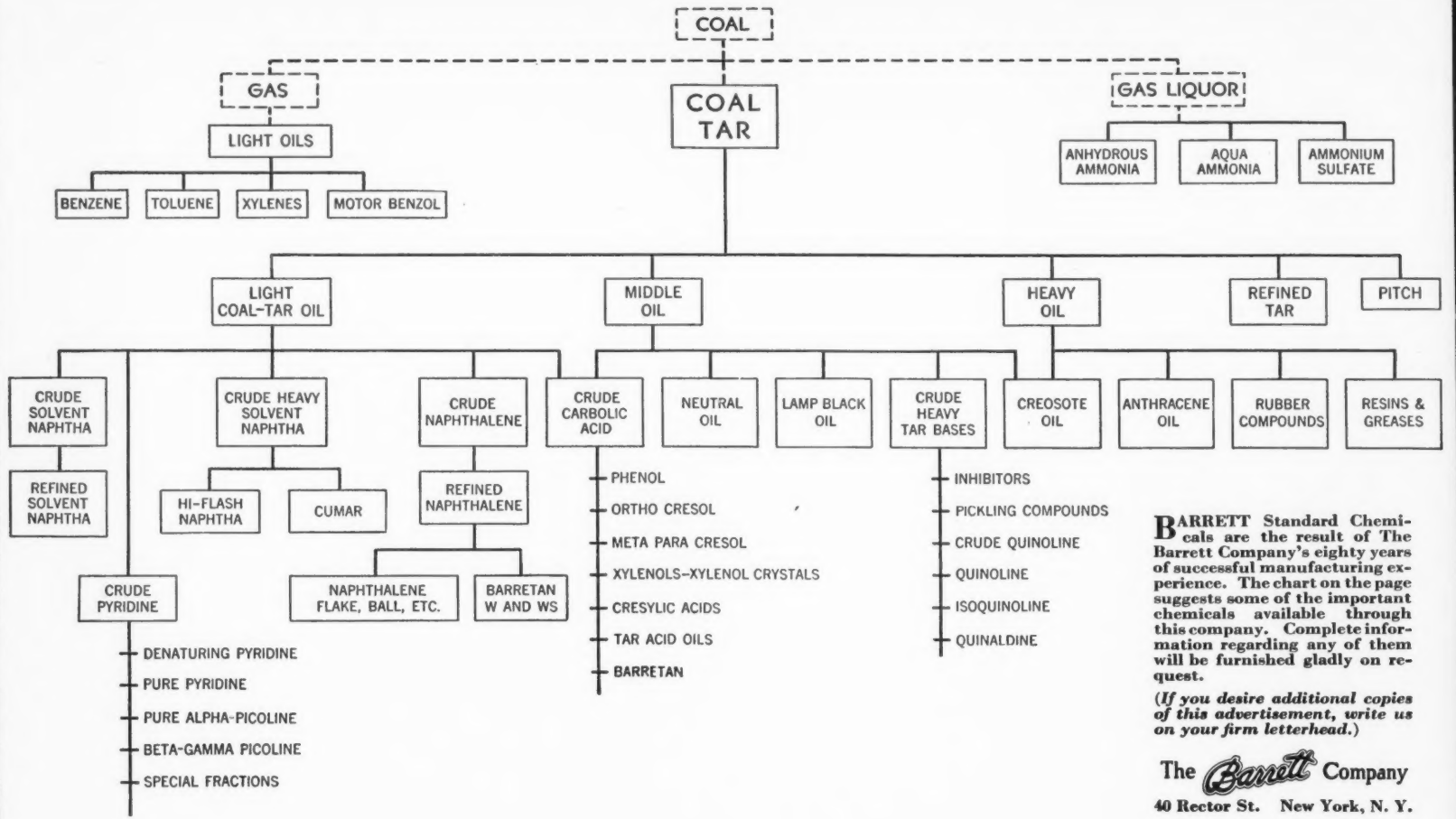
AS the plunger reaches the end of the stroke in the new Lowell line of Nu-Action hand sprayers, the leather automatically spreads around the cone. (Shown in the first photograph above.) Consequently, the leather is always kept flexible and free from shrinking. As a result, the sprayer produces greater volume of spray per stroke. Excessive oiling is eliminated. With just a little oiling, the leather will always return to the original shape to provide full efficiency even after periods of disuse.

This advantage stands out! You can see the enlarged cone on the outside of the sprayer. This new improvement, the most important ever made in hand sprayers, makes the Lowell Sprayer more efficient, and also makes it more readily salable. Write for complete information on the Lowell Nu-Action Sprayer.

LOWELL MANUFACTURING CO.
Lowell, Mich.

LOWELL SPRAYERS

Barrett Standard COAL TAR CHEMICALS



BARRETT Standard Chemicals are the result of The Barrett Company's eighty years of successful manufacturing experience. The chart on the page suggests some of the important chemicals available through this company. Complete information regarding any of them will be furnished gladly on request.

(If you desire additional copies of this advertisement, write us on your firm letterhead.)

The Barrett Company

40 Rector St. New York, N. Y.

AMEND PACIFIC POTASH SOAP CODE

(*From Page* 33)

Recovery Board or any duly designated agent of the National Industrial Recovery Board copies of any such lists or revisions of price terms.

"SECTION 2. When any member of the Section manufacturing potash soaps has filed any revision, such member shall not file a higher price within forty-eight (48) hours.

"SECTION 3. No member of the Section shall sell or offer to sell any of the products of the Section set forth in Section 1 hereinabove or which may hereafter be designated by the Fair Practice Agency and with the approval of the National Industrial Recovery Board, as coming under the above Section 1 of this Article, for which price terms have been filed pursuant to the provisions of this Article, except in accordance with such price terms.

"SECTION 4. No member of the Section shall enter into any agreement, understanding, combination or conspiracy to fix or maintain price terms, nor cause or attempt to cause any member of the Section to change his price terms by the use of intimidation, coercion, or any other influence inconsistent with the maintenance of the free and open market which it is the purpose of this Article to create."

SCHEDULE B—COSTS AND PRICE CUTTING
(*For Potash Soap Manufacturers Only*)

SECTION 1. The standards of fair competition for the Potash Soap Manufacturers of the Pacific Coast with reference to pricing practices are declared to be as follows:

(a) Wilfully destructive price cutting is an unfair method of competition and is forbidden. Any member of the Section in the Pacific Coast Section or of any other industry or the customers of either may at any time complain to the Fair Practice Agency that any filed price constitutes unfair competition as destructive price cutting, imperiling small enterprise or tending toward monopoly or the impairment of code wages and working conditions. The Fair Practice Agency shall within 5 days afford an opportunity to the member filing the price to answer such complaint and shall within 14 days make a ruling or adjustment thereon. If such ruling is not concurred in by either party to the complaint, all papers shall be referred to the Research and Planning Division of National Industrial Recovery Board which shall render a report and recommendation thereon to the National Industrial Recovery Board.

(b) When no emergency exists as to any given product there is to be no fixed minimum basis for prices. It is intended that sound cost estimating methods should be used and that consideration should be given to costs in the determination of pricing policies.

(c) When an emergency exists as to any given products, sale below the stated minimum price of such product, in violation of Section 2 hereof, is forbidden.

Barrett Standard

CHEMICALS

Barrett Standard Chemicals are produced to strict specifications under rigid scientific control. The result is uniformly dependable, high-quality products.

A competent Barrett Technical Staff will gladly assist you in production problems involving the use of Barrett Standard Chemicals. Phone, wire or write.

TRADE B MARK

BARRETT STANDARD CHEMICALS

PHENOL (Natural)
U. S. P. 39.5° C. M. Pt. and 40° C. M. Pt.
Technical 39° C. M. Pt.
Technical 82-84% and 90-92%

CRESOLS
U. S. P., Meta Para, Ortho, Special Fractions.

CRESYLIC ACID
99% Straw Color and 95% Dark.

XYLENOLS

TAR ACID OILS

NAPHTHALENE
Crude, Refined Chipped, Flake and Ball.

PYRIDINE
Refined, Denaturing and Commercial.

HYDROCARBON OIL . . . BENZOL . . . TOLUOL . . . XYLOL . . . SOLVENT . . . NAPHTHA . . . HI-FLASH NAPHTHA

The Barrett Company
40 RECTOR STREET, NEW YORK, N. Y.

DOBBINS *high pressure* CHEMICAL SPRAYERS

No. 35—3 qt. Capacity
No. 30—1½ gal. Capacity

We also manufacture other Sprayers, Sanitary Chemical Closets, Mop Wringers, and other metal specialties.

Controlled Atomization!

IT DOESN'T PAY TO TRUST TO LUCK.

If your product requires a sprayer for dispensing or application, the selection of the sprayer is of utmost importance to you.

Your success or failure in business depends largely on the effectiveness of your product.

PROPER ATOMIZATION is most essential to the effectiveness of Insecticides, Disinfectants, and Germicides.

CONTROLLED ATOMIZATION, through air regulator, is an exclusive patented feature of Dobbins high pressure Chemical Sprayers.

THE NOZZLE has a wide range of adjustment, from a forceful, penetrating spray, to a medium mist, or a fine floating fog, with in between variations by a slight turn of the air control valve.

DOBBINS Sprayers will solve your spray problems.

No. 10—1½ gal. Capacity. A New Chemical Sprayer with Air Regulator and Volume Control

DOBBINS MANUFACTURING COMPANY

NORTH ST. PAUL
MINNESOTA

PORTLAND
OREGON

Write for complete catalog and price list.

MEMBER NATIONAL ASSN. INSECTICIDE AND DISINFECTANT MFRS. INC. 1914 INC.

THAT GOOD OLD FASHIONED QUALITY and SATISFACTION BEHIND EACH PRODUCT!

DISINFECTANTS
INSECTICIDES
SANITARY SPECIALTIES
CLEANING COMPOUNDS
ETC.

SEND FOR OUR DESCRIPTIVE FOLDER

THE CHEMICAL SUPPLY COMPANY

2450 CANAL ROAD
CLEVELAND, OHIO
"Since 1898"

NRA MEMBER U.S. WE DO OUR PART

SECTION 2. *Emergency Provisions*:

(a) If the National Industrial Recovery Board, after investigation shall at any time find both (1) that an emergency has arisen within the Pacific Coast Section adversely affecting small enterprises or wages or labor conditions, or tending toward monopoly or other acute conditions which tend to defeat the purposes of the Act; and (2) that the determination of the stated minimum price for a specified product within the Section for a limited period is necessary to mitigate the conditions constituting such emergency and to effectuate the purposes of the Act, the Fair Practice Agency may cause an impartial agency to investigate costs and to recommend to the National Industrial Recovery Board a determination of the stated minimum price of the product affected by the emergency and thereupon the National Industrial Recovery Board may proceed to determine such stated minimum price.

(b) When the National Industrial Recovery Board shall have determined such stated minimum price for a specified product for a stated period, which price shall be reasonably calculated to mitigate the conditions of such emergency and to effectuate the purposes of the National Industrial Recovery Act, he shall publish such price. Thereafter, during such stated period, no member of the Section shall sell such specified products at a net realized price below said stated minimum price and any such sale shall be deemed destructive price cutting. From time to time the Fair Practice Agency may recommend review for reconsideration or the National Industrial Recovery Board may cause any determinations hereunder to be reviewed or reconsidered and appropriate action taken.

—— ♦ ——

The use of kerosene containing a half pound per gallon of pyrethrum powder is recommended in places infested with termites. Timbers impregnated under pressure with coal-tar creosote are termite-proof. E. I. McDaniel. *Mich. Agr. Expt. Sta., Circ., Bull.* **150**, 3-14 (1934).

—— ♦ ——

Roberts Products Co., insecticides, formerly located in Pittsburgh, has moved to Philadelphia where the concern is located at 132 North 4th Street.

—— ♦ ——

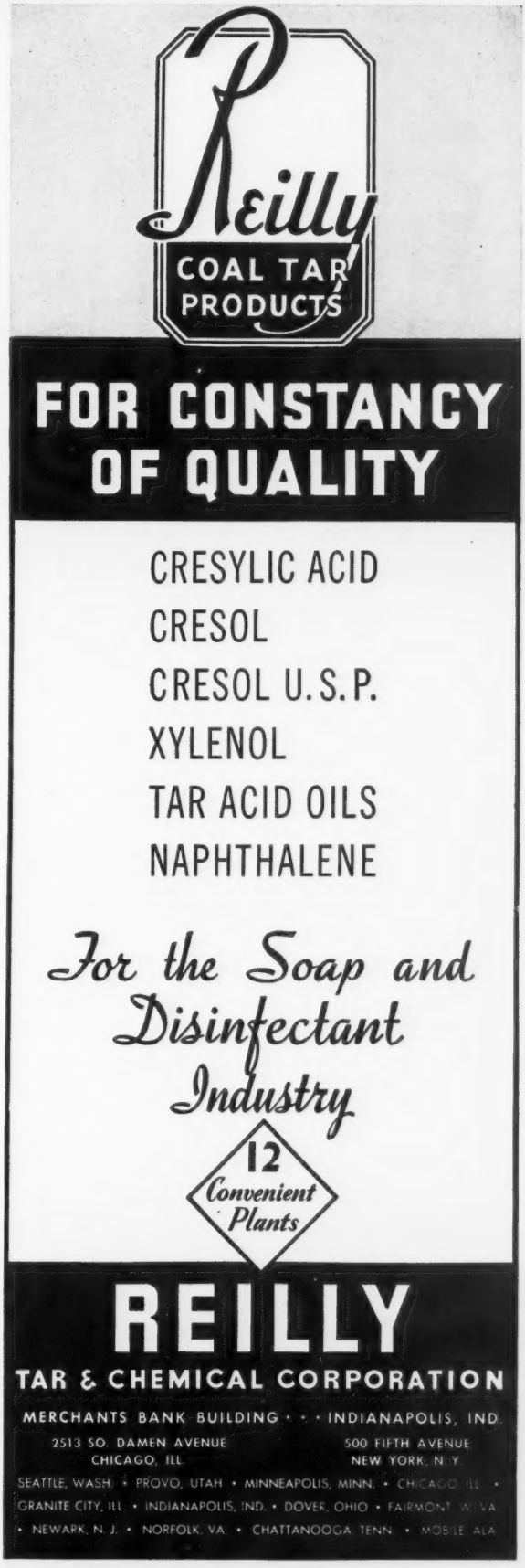
Henry F. Ostermann has succeeded Fred G. Pohl in charge of operations of Plant Foods, Inc., Blue Point, Long Island. Mr. Pohl is no longer connected with the company.

—— ♦ ——

Rhodes-Perry-Martin, Inc., St. Louis, maker of "Band Box" dry cleaning solvent, has acquired new quarters at 2110 Market Street, St. Louis, which will be occupied as soon as alterations are completed.

—— ♦ ——

Ferdinand Gutmann Co., closures, Brooklyn, recently occupied new and larger quarters at 36th to 37th Streets and 14th Avenue, after twenty years at the old location, 168—39th Street.


Reilly
COAL TAR PRODUCTS
FOR CONSTANCY OF QUALITY
CRESYLIC ACID
CRESOL
CRESOL U.S.P.
XYLENOL
TAR ACID OILS
NAPHTHALENE
For the Soap and Disinfectant Industry
12 Convenient Plants
REILLY
TAR & CHEMICAL CORPORATION
MERCHANTS BANK BUILDING · · · INDIANAPOLIS, IND.
2513 SO. DAMEN AVENUE CHICAGO, ILL.
500 FIFTH AVENUE NEW YORK, N. Y.
SEATTLE, WASH. • PROVO, UTAH • MINNEAPOLIS, MINN. • CHICAGO, ILL. • GRANITE CITY, ILL. • INDIANAPOLIS, IND. • DOVER, OHIO • FAIRMONT, W. VA. • NEWARK, N. J. • NORFOLK, VA. • CHATTANOOGA, TENN. • MOBILE, ALA.

The appearance of your package is an important factor in present day merchandising. Containers that are attractively designed and properly constructed instantly "catch the eye" of prospective purchasers. That's why so many packers, everywhere, use Cin-Made Fibre Cans. Why not let us show you what we have done for others — what we can do for you. There is no obligation, of course — that's understood.

If you are developing a new product, or considering a change in the style of your present package — or even if you are satisfied with your present container — you should find out about Cin-Made Fibre Containers. They are made in a diversity of styles, sizes and colors with paper or metal ends — and are ideal for packing soap powders, insecticides, cleansers, paradiclorbenzine blocks and crystals, etc.

CIN-MADE

SINCE 1902

294 EGGLESTON AVE. CINCINNATI, OHIO

CRESYLIC ACID

AROMATICS

PHENYL ETHYL ALCOHOL
GERANIOL
CITRONELLOL
ACETOPHENONE
BENZYL ACETATE
BENZYL ALCOHOL
BENZOPHENONE
AMYL CINNAMICALDEHYDE

For Soaps, Perfumes, Cosmetics, etc.

ASSOCIATED COMPANIES

KAY-FRIES CHEMICALS, INC. NEW YORK, N. Y.

CHARLES TENNANT & CO. (CANADA) LTD. TORONTO, CANADA

AMERICAN-BRITISH
CHEMICAL SUPPLIES, Inc.
180 MADISON AVE., NEW YORK

REPORT OF THE SECRETARY

(*From Page 97*)

became law last April. On its face this seems to be comparatively innocuous, at least so far as the majority of our members are concerned. Its apparent attempt is to limit to establishments employing registered pharmacists the manufacture or sale of proprietary medicines "which are poisonous, deleterious and/or habit forming." Activities looking toward the enforcement of the Amendment are now being instituted by the State Board of Pharmacy. From action already taken it would seem that the present intent is to stop the sale, in all places other than drug stores, of any proprietary product for which medicinal claims are made and which can be considered as deleterious when taken internally in large doses. It would appear that no consideration is being given as to deleterious or poisonous properties when the preparations are used in accordance with directions. It would be decidedly interesting to know what would happen if the provision, requiring the manufacturing of these products to be under supervision of registered pharmacists, were applied to manufacturers of coal tar disinfectants, insect powder, etc. I believe that all members selling products with any type of medicinal claims, —for example, recommending their products for use in combatting the effects of bacteria or insects in or on the animal or human body—and whose products are sold in channels other than drug stores, will be keenly interested in this situation.

While the duty of carrying out the details of work done in connection with legislative matters may normally belong to this office, your Secretary feels that there should be conveniently available a group authorized to speak for the Association and to establish policies for the Association in all matters of this nature as they arise from time to time. To this end, I believe that our President has made a very valuable suggestion in that a legislative committee should be provided. The membership if possible should be so conveniently located to the Secretary's office as to facilitate the holding of consultations and meetings. I am quite sure that there will be plenty of work for such a committee during the coming year.

—— ♦ ——

Reorganization of the set-up of the McKesson & Robbins drug chain has recently been effected, with the result that the sixty-five wholesale subsidiaries and the Bridgeport manufacturing plant cease to be separate corporations and become divisions of McKesson & Robbins, Inc. The parent company ceases to be merely a holding company and becomes an operating company. There will be no change in management or other change in method of operation.

—— ♦ ——

Pyrodento Co., Baltimore, has completed arrangements for distribution of its tooth paste and mouth wash by establishing a branch in Canada to take care of trade there as well as foreign shipments.

a subscription to SOAP . . .

will keep you posted . . . .

on everything of interest to manufacturers of soaps, disinfectants, polishes, insecticides and related sanitary products . . . . . .

Special articles . . . news markets . . . patents . . . trademarks . . . technical developments, etc.

Annual Charge-$3.00

Send Checks to

MacNAIR-DORLAND CO.
136 LIBERTY STREET
NEW YORK

For Insecticides and Disinfectants—

THIS PRACTICAL SWIVEL-SPOUT POR-PAIL

Here is the ideal container for liquids. It has been adopted as standard by many leading manufacturers because it is safe for shipping and efficient in use.

The new Swivel-Spout pours accurately—even into a test-tube—or it will drain the contents quickly.

Your sales message in colors right on the container means increased repeat-business.

The "secondary-utility" of this pail keeps it in use and your message on display long after the original contents are used.

Write for samples and prices.

WILSON BENNETT MFG. COMPANY

GENERAL FACTORY AND OFFICES: 6528 So. Menard Ave., CHICAGO

Phone Republic 0200

Eastern Factory and Office
353 Danforth Ave.
Jersey City, N. J.
Phones: Delaware 3-4700
Cortlandt 7-0231

Southern Factory and Office
Cortez and Bienville Sts.
New Orleans, La.
Phone Galvez 2171

SALES OFFICES AND WAREHOUSES IN PRINCIPAL CITIES

SALES PSYCHOLOGY

WHY NOT LET YOUR BUYING PUBLIC DETERMINE THE SALES VALUE OF YOUR MERCHANDISE?

WE OFFER TO SHARE

Your Initial Cost by Giving You Two New Items at Below Cost Prices for a Limited Time

A Pleasing Perfume Material for

PARA PRODUCTS

(Parafum L-659)

A very pleasant perfume oil made to blend with and mask the odor of Paradichlorbenzene.

Special introductory price $1.25, regular price thereafter $1.75.

A Highly Satisfactory Perfume Material for

PARA PRODUCTS

(Parafum O-884)

An especially suitable perfume oil to entirely mask the odor of Paradichlorbenzene.

Special introductory price $1.25, regular price thereafter $1.75.

Both introductory price offers are good only until January 15, 1935.

BUDD
Aromatic Chemical Co. Inc.
667 WASHINGTON STREET, NEW YORK

ESSENTIAL OILS
COMPOUND SPECIALTIES
AROMATIC CHEMICALS

U. S. Representatives
N. V. POLAK & SCHWARZ'S
ESSENCE-FABRIKEN

PENICK OPENS CHICAGO BRANCH

S. B. Penick & Co., New York, pyrethrum and derris products, have opened a branch office in Chicago at 1228 West Kinzie Street. This will put the company in position to give a more efficient service to its customers in the mid-western territory. Complete stocks will be carried in Chicago and overnight deliveries in the city will be possible. Harold Meyer who has been in the New York office for a number of years, has been made manager of the new branch. Carl M. Black is general representative for S. B. Penick & Co. in Chicago and vicinity.

DEFINE WAX AND POLISH INDUSTRY

The Furniture and Floor Wax and Polish Industry has proposed a definition of the industry and the products which come under its jurisdiction as an amendment to its Code, as follows:

"Article II. The term 'Industry' shall be deleted and the following substituted therefor: 'The term "Industry" as used herein includes the manufacture and/or packaging and sale by the manufacturer and/or packager of products containing wax, liquid or powder compounds and/or other materials (except products covered by the Soap and Glycerine or other approved Code) sold for the purposes of cleansing, polishing, light lubricating and penetrating, including but without limitation:

(a) cleansers for furniture, floors, rugs, upholstery, metal and silver,
(b) compounds for floor sweeping,
(c) fillers (plastic or pliable),
(d) light lubricants and penetrants for household or equivalent use,
(e) polishes for furniture, floors, metal and silver,
(f) waxes for furniture, floors, metal,

and such related branches or subdivisions as may be included from time to time under the provisions of this Code.' "

A public hearing on the above, and other amendments to the Furniture and Floor Wax and Polish Industry Code, was held by Deputy Administrator Earle W. Dahlberg at 10 o'clock on Friday, December 7, in the Fairfax Room of the Willard Hotel, Washington.

Admiration Century Exterminating Co., Brooklyn, has relocated at 1465 Fulton Street.

Budd Aromatic Chemical Co. has just issued a booklet listing and describing its line of perfume specialties, essential oils and synthetic aromatics.

A. A. A. Master Exterminating Engineers, Chicago, has recently moved from 507 to 192 North Clark Street.

Antonio De Rich, export manager for Felton Chemical Co., Brooklyn, aromatics, has just returned from a five-weeks' trip through Mexico.

FOR BETTER INSECTICIDES

ATLANTIC ULTRASENE

an ultra-refined carrier

- **ULTRASENE** *has no kerosene odor*
- **ULTRASENE** *leaves no oily residue*
- **ULTRASENE** *is brilliant water-white*
- **ULTRASENE** *has a high flash-point*
- **ULTRASENE** *is effective — and economical*

Manufacturers interested in making improved insecticides are invited to test Ultrasene. Working samples and further information about this new petroleum product will be gladly furnished upon request. The Atlantic Refining Company, Specialty Sales Department, 260 South Broad Street, Philadelphia, Pa.

ATLANTIC ULTRASENE

Good USED MACHINERY *for* SOAP MANUFACTURERS

H-A 1500, 3000, 4000, 5000 lbs. capacity. Steam Jacketed Crutchers.
Dopp Steam Jacketed Crutchers, 1000, 1200, 1500 lbs. and 800 gals. capacity.
Ralston Automatic Soap Presses.
Scouring Soap Presses.
2, 3, 4, 5 and 6 roll Granite Toilet Soap Mill.
H-A 4 and 5 roll Steel Mills.
H-A Automatic and Hand-Powered slabbers.
Proctor & Schwartz Bar Soap Dryers.
Blanchard No. 10-A and No. 14 Soap Powder Mills.
J. H. Day Jaw Soap Crusher.
H-A 6, 8, and 10 inch Single Screw Plodders.
Allbright-Nell 10 inch Plodders.
Steel Soap frames, all sizes.
Steam Jacketed Soap Remelters.
Automatic Soap Wrapping Machines.
Glycerin Evaporators, Pumps.
Proctor & Schwartz large roll Soap Chip Dryers complete.
Doll Steam Jacketed Soap Crutchers, 1000, 2000 and 1350 lbs. capacity.
Ralston and H-A Automatic Cutting Tables.
Soap Dies for Foot and Automatic Presses.
Broughton Soap Powder Mixers.
Williams Crutcher and Pulverizer.

Good USED MACHINERY *for* Sanitary Product Manufacturers

Empire State, Dopp & Crosby Para Presses.

Filling and Weighting Machines for Flakes, Powders, etc.

Sperry Cast Iron Square Filter Presses, 10, 12, 18, 24, 30 and 36 inch.

Perrin 18 inch Filter Press with Jacketed Plates.

Gedge-Gray Mixers, 25 to 6000 lbs. capacity, with and without Sifter Tops.

Day Grinding and Sifting Machinery.

Schultz-O'Neill Mills.

Day Pony Mixers.

Gardiner Sifter and Mixer.

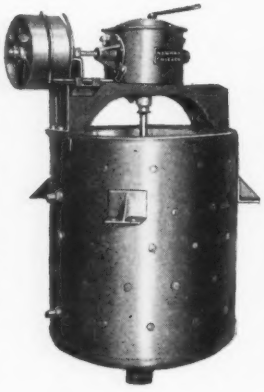
Day Talcum Powder Mixers.

All types and sizes—Tanks and Kettles.

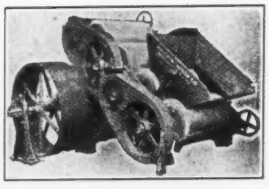
National Filling and Weighing Machines.

New SOAP CRUTCHERS

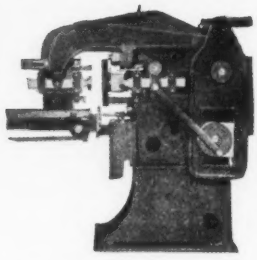
This Newman brand new, all steel steam jacketed soap crutcher. Will crutch any kind of soap. We also build another crutcher especially adapted for laundry soap in addition to other new soap machinery such as frames, cutting tables, etc. Send for complete list.



Used *Specials!*



H-A SOAP MILL
This 4-roll granite toilet soap mill is in A-1 shape. Latest and largest size rolls.



4 JONES AUTOMATIC
combination laundry and toilet soap presses. All complete and in perfect condition.

All used equipment rebuilt in our own shops and guaranteed first class condition.

Send us a list your surplus equipment—we buy separate units or complete plants.

NEWMAN TALLOW & SOAP MACHINERY COMPANY 1051 W. 35th St. CHICAGO

Our Forty Years Soap Experience Can Help Solve Your Problems

CLASSIFIED ADVERTISING

Classified Advertising—All classified advertisements will be charged for at the rate of ten cents per word, $2.00 minimum, except those of individuals seeking employment where the rate is five cents per word, $1.00 minimum. Address all replies to Classified Advertisements with Box Number, care of *Soap*, 136 Liberty St., New York.

Note: All advertisements must be in publisher's hands by the first of the month for that month's issue.

Positions Wanted

Superintendent and Soapmaker—Can make and analyze all kinds of soap and soap material. Address Box No. 479, care *Soap*.

Plant Superintendent—Chemical Engineer has had wide experience in the manufacture and production of boiled and cold made soaps on large scale. Foreign experience. Address Box No. 474, care *Soap*.

Soap Maker and Chemist—Thoroughly experienced and with wide knowledge of the soap business, seeks permanent connection with reliable company. Address Box No. 475, care *Soap*.

Soapmaker—Reliable, with long years experience in the making of all soda and potash soaps, polishes, waxes, etc., desires permanent connection with progressive concern. Address Box No. 477, care *Soap*.

Insecticides—plant superintendent and chemist who has had twenty years' experience in manufacturing insecticides and ten years' experience with biological and chemical control of leading fly spray manufacturer, seeks new connection. Highest references. Address Box No. 478, care *Soap*.

Soap Maker—26 years' experience laundry and toilet soaps. Capable of handling any kettle department. Address Box No. 463, care *Soap*.

Sales Director—Salesman, years of experience in wholesale and retail grocery trade selling cleansers, soaps, disinfectants. Metropolitan territory preferred—with occasional trips to Baltimore, Washington and South. Address Box No. 459, care *Soap*.

Soapmaker—German, reliable, 15 years' experience in soaps, potash and soda; polishes, waxes, etc., wants new connection. Address Box No. 460, care *Soap*.

SOAP MACHINERY

Every item shipped from our shops at Newark, N. J., is thoroughly overhauled and rebuilt before shipment.

SPECIALS

1—Soap Chip Dryer, 1200 lb.
2—Dopp 650 gal. Steam Jacketed Kettles.
1—Dopp 1200 lb. Steam Jacketed Crutcher.
1—Hershey 1000 lb. Horizontal Jacketed Crutcher.
1—1000 lb. All Steel Soap Powder Mixer.
2—Holmes & Blanchard 24″ and 36″ 4 cage Disintegrators, for grinding soap powder—no screens, no plugging.

25—Soap Frames, 60″x45½″x14″, with trucks.
6—Plodders, Houchin, Rutschman, 4″, 4½″ double screw, 6″, 8″, 10″.
14—Filter Presses, 42″x42″ to 12″x12″.
8—Granite Mills, 3 and 4 roll, 12″, 18″ and 24″.
15—Horizontal Mixers, Jacketed and Plain, 15 gal. to 1000 gal.

MISCELLANEOUS—Kettles, Mixers, Pony Mixers, Powder Fillers, Tube Fillers, Labelers, Soap Presses, Soap Wrappers, Tanks, Boilers, Pumps, etc.

Send for Latest Bulletin.

CONSOLIDATED

PRODUCTS COMPANY, INC.

15-21 Park Row, N. Y. C. BArclay 7—0600

We buy your idle Machinery—Single items or entire plants.

In bulk to the trade—

Cleaning Compounds
Dishwashing Compounds
Soap Powders

Let us quote you on special compounds for your hotel, hospital, institution, etc. trade. Also on your

Oil Soaps — Liquid Soaps
Auto Soaps — Insecticide Soaps
Solvent Soaps — Industrial Soaps

The WARREN SOAP MFG. CO.
INCORPORATED
50 Waverly St., Cambridge, Mass.

Suppliers of Specialty Soaps to the Jobbing Trades Since 1868.

PYRETHRUM
EXTRACT BY ISOLATION PROCESS

This process of extraction and concentration uses only cold hydrocarbon distillates throughout. Some of the advantages are: Complete and ready blending with the other hydrocarbon distillates used in making finished sprays. Less loss of the natural color principles of the flowers—making a more golden color spray. No possible foreign chemical odor which might require more perfuming materials.

AN-FO GRAND NO. 20

CONCENTRATED PYRETHRUM EXTRACT
ISOLATION PROCESS

KILL COLOR ODOR

AN-FO MFG. COMPANY, OAKLAND, CAL.

KOPPERS WHITE TAR
MOTH PROOFING PRODUCTS

Deodorizing
AND MOTHPROOFING
Blocks
PLAIN AND PERFUMED
MADE WITH NAPHTHALENE OR PARA BASE

NAPHTHALENE FLAKES, CHIPS, etc.
DISINFECTANTS EMULSION AND SOLUBLE TYPES
FLY SPRAYS HOUSEHOLD SPRAYS CATTLE SPRAYS

MEMBER
NATIONAL ASSN. INSECTICIDE AND DISINFECTANT MFRS. INC. 1914 INC.

THE WHITE TAR COMPANY
OF NEW JERSEY, INC.
PHONE KEARNY 2-3600
BELLEVILLE PIKE KEARNY, N. J.

We Manufacture
For The Trade ONLY

Liquid Soap Base
Auto Soaps
Potash Oil Soap
Shampoo
U.S.P. Cresol Compound
Coal Tar Disinfectants
Liquid Soap
Pine Oil Soap
U.S.P. Green Soap
Shampoo Base
Pine Oil Disinfectants
Insecticides

Ask for samples of these specialty bulk products

HARLEY SOAP CO.
2852 E. Pacific St. Philadelphia

Technical Chemist—specialist in all kinds of soaps, cosmetics, perfumes, cottonseed and olive oil, shoe polishes, etc., seeks executive post in Latin America. Perfect Spanish, 7 years experience Germany,—7 years South America. Now located in Latin America. Address Box No. 440, care *Soap.*

POSITIONS OPEN

Wanted—Salesman having contacts with hospitals, institutions, public buildings and real estate owners. To sell a well-known brand of floor waxes as a side line, on a commission basis. Address The Beacon Company, Malden, Mass.

Wanted—Established sales agent in Mexico desires to represent American manufacturer on commission basis. Covers Mexico and other parts of Central America. Knows the buyers of chemicals, soap raw materials, insecticide materials, perfume products, etc. References furnished. Correspondence in English or Spanish. Address Box No. 446 care *Soap.*

Sales Organization with 900 active beauty shop accounts in Metropolitan district; would make exclusive arrangements with experienced soap maker or chemist with capital for small shampoo plant; profit-sharing basis. We would pay cash and require no credit or financing. Box No. 458, care *Soap.*

Wanted—Alert young man to sell a well-known line of disinfectants, liquid soaps, deodorizing cakes, shampoo bases, etc. Address Box No. 476, care *Soap.*

Miscellaneous

For Sale—1 Proctor 36 in. Roll Cooler and Crusher. Originally cost $3,500.00; 1 Proctor & Schwartz Automatic 4-fan Soap Chip Dryer, Serial No. 217. Originally cost approximately $6,000.00. Both pieces of equipment in first class condition and being operated regularly. Address Box No. 456, care *Soap.*

For Sale—Soap factory—South. Modern equipment. Flake—bar—powder. Operating, growing, attractive conditions. Over 1,000,000 people within radius 150 miles. Nearest competitive factory 300 miles. Terms. Address Box No. 473, care *Soap.*

COLORS

★ ★ ★

SOAP COLORS

of all shades.

•

Try our

Soap Green No. 4247

Soap Yellow No. 4321

Ask for samples.

INTERSTATE COLOR CO., INC.

9 Beekman Street

NEW YORK CITY

Olive Oil

Olive Oil Foots

Deliveries spot and future in barrels, tank cars, drums or tank wagons.

ESSENTIAL OILS

Lemon—Bergamot—Orange

LEGHORN TRADING CO.

INC.

155 East 44th St., New York

Phone: VAnderbilt 3—6361-2-3

ITALY—SPAIN—GREECE—TURKEY—AFRICA

The Palmer MODE-URN DISPENSER

for Lotions, Bitters, Hair Tonic, Soap and Similar Liquids

A new dispenser—and certainly a worthy companion to the other dispensers and equipment in the big Palmer line. The Palmer MODE-URN Dispenser is of glistening black china—all metal parts chrome plated. Easily cleaned as a dish. You never expected to get such beauty, durability, and capactiy at such a surprisingly low price. Capacity twice that of any standard dispenser. Fills and dispenses from the top. No chance of leakage—no gaskets, hence no replacements. Operates with slight pressure on button—dispenses liquid with no strain on wall bracket. Easily installed. Two screws in vertical alignment permits entering screws in cement between tiles. Tamperproof—cannot be removed from wall as screws are concealed. Operating pressure does not loosen it from wall. Requires key to remove filling cap.
SAMPLE—at $1.00 prepaid, when payment accompanies order.

Palmer PRODUCTS INC
WAUKESHA, WIS.
Adjacent to Milwaukee

We manufacture a complete line of janitor and sanitary supplies, including soap-dispensing equipment of all kinds. Write for complete literature.

PYLA-ODORS

COLOR AND PERFUME IN A SINGLE OPERATION

BATH SALTS
LIQUID SOAPS
PARA BLOCKS
NAPHTHALENE

FAST COLORS
LASTING ODORS
MODERATE PRICES

▼ ▼

PYLAM PRODUCTS CO., Inc.
Mfg. Chemists, Importers, Exporters
799 GREENWICH STREET, NEW YORK CITY
CABLE ADDRESS PYLAMCO

F. & S.

Quality Colors
for
TOILET SOAPS
LIQUID SOAPS

TOILET PREPARATIONS

Long experience enables us to produce colors for all types of soaps.

If you have a shade you want matched send us a sample. We have complete facilities for matching.

Liquid soap colors a specialty—send for samples of F. & S. greens and ambers.

FEZANDIE & SPERRLE, Inc.
205 FULTON STREET
NEW YORK, N. Y.
Import—Manufacture—Export

We manufacture a complete line of high quality waxes for the jobbing trade, including no-rub liquid wax, regular type liquid wax, powdered wax, paste wax and also furniture polish. These products can be supplied in bulk, packaged under the Windsor label or with your own label which we supply.

WINDSOR WAX COMPANY
50 Church St. New York N.Y.
factory
611 Newark St. Hoboken, N.J.
Manufacturers of
WAX PRODUCTS EXCLUSIVELY

For Sale—Spraying Machines—100 General electric motor; Overdorfer pump; 20 ft. hose and gun, complete. Sell the lot. Literature. Address Box No. 470, care *Soap*.

Soap Plant — Large modern factory, fully equipped, located in East, for sale. Will rent to responsible firm or individual. Address Box No. 472, care *Soap*.

For Sale—Soap factory in first class condition, and large warehouse on Pennsylvania and the Reading Railroads, near Philadelphia. Sacrifice on account of ill health. Address Box No. 452, care *Soap*.

Must Sell at once—sacrifice—1 Soap Cutting Table; 1 Day Dough Mixer (1½ Barrel); 1 Jeweler's Foot Press (Cassel Mach. Co.)—excellent condition. Address Box No. 453, care *Soap*.

Wanted—A soap plant of medium size in Northern New Jersey in good condition with equipment wanted by well-known manufacturer. Give particulars including amount of cash required. Box No. 480, care of *Soap*.

NEW AND REBUILT
SOAP MACHINERY

We have just purchased the equipment of a well-known New England Soap Manufacturer. Included are Soap Chip Dryer, Automatic and Foot Presses, Slabbers, Cutting Tables, Plodders, Granite Stone Mills, Mixers, Frames, Crutchers, etc. Send for complete list.

1—Automatic Power Cutting Table
2—Broughton Mixers, jacketed.
1—10A Blanchard Mill
3—Soap Presses, Foot and Power
6—Filter Presses, sizes 6" to 36"
6—Granite Stone Mills, 2, 3, and 4 rolls
1—Proctor Soap Chip Dryer, complete
1—Automatic Power Soap Press
4—Steel, 3 and 5-roll Mills
1—Jacketed Vertical Crutcher
2—1,500 lb. Horizontal Crutchers
1—Hand Power Slabber.
1—Hand Power Cutting Table.
1—Houchin Chipper, Belt Drive

600 and 1,200 lb. Frames, Kettles, Pumps, Tanks, Filter Presses, Wrapping Machines, Tube Fillers, Closers, Crimpers, Dry Powder Mixers, Pulverizers, Grinders, Amalgamators, Mixers, etc.

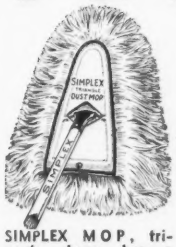
Send for Complete List (Bulletin No. 15)
WE BUY AND SELL FROM SINGLE ITEMS TO COMPLETE PLANTS.

STEIN-BRILL CORPORATION

183 VARICK STREET — **NEW YORK, N. Y.**
Phone: WAlker 5-6892-3-4 — **Cable Address: "BRISTEN"**

THE SIMPLEX MOP

IN TRIANGLE AND RECTANGLE SHAPES



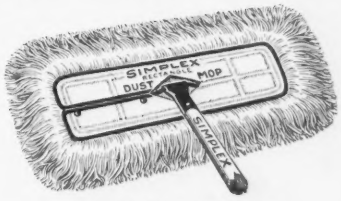
SIMPLEX MOP, triangle shape, has a spread 11 by 15 inches with 54 inch handle.

The newest idea in mops for applying and spreading self-polishing wax and the like.

The mop itself is a flat glovelike canvas pad, to the lower side of which is securely sewed a liberal quantity of specially selected strong long-fiber white cotton yarn.

SIMPLEX mop pads are washable and replaceable and may be purchased separately.

Samples, literature and prices upon request.



SIMPLEX MOP, rectangle shape, has a spread 11 by 25 inches with 54 inch handle.

AMERICAN STANDARD MANUFACTURING COMPANY
2509-2513 LIME STREET — INCORPORATED 1908 — **CHICAGO, ILLINOIS**
Exclusive manufacturer of the Holz-em Wax Applicator and Spreader.

SOAP DIES and STAMPS

—for—
TOILET SOAPS
LAUNDRY SOAPS
BATH TABLETS
STAMPING

For Foot and Power Presses

Manufacture Backed by 35 Years' Experience

ANTHONY J. FRIES

717 Sycamore Street — **Cincinnati, O., U. S. A.**

Where to buy

RAW MATERIALS AND EQUIPMENT

for the Manufacture of Soaps and Sanitary Products

NOTE: This is a classified list of the companies which advertise regularly in SOAP. It will aid you in locating advertisements of raw materials, bulk and private brand products, equipment, packaging materials, etc., in which you are particularly interested. Refer to the Index to Advertisements, on page 134, for page numbers. *"Say you saw it in SOAP."*

ALKALIES

American Cyanamid & Chemical Corp.
Columbia Alkali Co.
Dow Chemical Co.
Hooker Electrochemical Co.
Niagara Alkali Co.
Solvay Sales Corp.
Stauffer Chemical Co.
Jos. Turner & Co.
Warner Chemical Co.
Welch, Holme & Clark Co.

AROMATIC CHEMICALS

American-British Chemical Supplies
Budd Aromatic Chemical Co.
Compagnie Parento
Dodge & Olcott Co.
Dow Chemical Co.
P. R. Dreyer, Inc.
A. C. Drury & Co.
E. I. du Pont de Nemours & Co.
Felton Chemical Co.
Fritzsche Brothers, Inc.
Givaudan-Delawanna, Inc.
Magnus, Mabee & Reynard, Inc.
Merck & Co.
Monsanto Chemical Co.
Naugatuck Chemical Co.
Solvay Sales Corp.
A. M. Todd Co.
Ungerer & Co.
Van Ameringen-Haebler, Inc.
Albert Verley, Inc.

BULK AND PRIVATE BRAND PRODUCTS

An-Fo Manufacturing Co.
Baird & McGuire, Inc.
Clifton Chemical Co.
Davies-Young Soap Co.
Eagle Soap Corp.
Federal Varnish Co.
Fuld Bros.
Harley Soap Co.
Hysan Products Co.
Hull Co.
Kemiko Mfg. Co.
Koppers Products Co.
Kranich Soap Co.
New York Soap Corp.
Palmer Products
Philadelphia Quartz Co.
John Powell & Co.
Geo. A. Schmidt & Co.
Warren Soap Mfg. Co.
White Tar Co.
Windsor Wax Co.

CHEMICALS

American-British Chemical Supplies
American Cyanamid & Chemical Corp.
Bowker Chemical Co.
Carbide & Carbon Chemicals Corp.
Columbia Alkali Co.
Dow Chemical Co.
E. I. du Pont de Nemours & Co.
General Chemical Co.
Grasselli Chemical Co.
Hooker Electrochemical Co.
Industrial Chemical Sales Co.
Mechling Bros. Chemical Co.
Merck & Co.
Monsanto Chemical Co.
Niagara Alkali Co.
Philadelphia Quartz Co.
Solvay Sales Corp.
Standard Silicate Co.
Stauffer Chemical Co.
Swann Chemical Co.
Jos. Turner & Co.
Victor Chemical Works
Warner Chemical Co.
Welch, Holme & Clark Co.

COAL TAR RAW MATERIALS

(Cresylic Acid, Tar Acid Oil, etc.)

American-British Chemical Supplies
American Cyanamid & Chemical Corp.
Baird & McGuire, Inc.
Barrett Co.
Koppers Products Co.
Monsanto Chemical Co.
Reilly Tar & Chemical Co.
White Tar Co.

CONTAINERS

Cin-Made Corp. (Paper Cans)
Continental Can Co. (Tin Cans)
Maryland Glass Corp. (Bottles)
Metal Package Corp. (Tin Cans)
Owens-Illinois Glass Co. (Bottles, Pails and Drums)
Wilson & Bennett Mfg. Co. (Steel)

DEODORIZING BLOCK HOLDERS

Cin-Made Corp. (Paper)
Clifton Chemical Co.
Eagle Soap Corp.
Fuld Bros.
Palmer Products, Inc.

ESSENTIAL OILS

Budd Aromatic Chemical Co.
Compagnie Parento
Dodge & Olcott Co.
P. R. Dreyer Inc.
A. C. Drury & Co.
Fritzsche Brothers, Inc.
Leghorn Trading Co.
Magnus, Mabee & Reynard, Inc.
A. M. Todd Co.
Ungerer & Co.
Van Ameringen-Haebler, Inc.
Albert Verley, Inc.

(Continued on Page 132)

TECHNICAL CONSULTANTS

Specializing in Soaps, Disinfectants, Insecticides, Polishes, Etc.

Formula Analysis — Development — Testing

PEASE LABORATORIES, Inc.
Chemists, Bacteriologists, Sanitarians
39 West 38th Street
New York

Food, Drug and Cosmetic Problems—Compliance with Official Requirements—Meeting New and Anticipated Competitions with Improved and New Products

H. A. SEIL, Ph.D — E. B. PUTT, Ph.C., B.Sc.
SEIL, PUTT & RUSBY, INC.
Analytical and Consulting Chemists
Specialists in the Analysis of Pyrethrum Flowers, Derris Root, Barbasco, or Cube Root—Their Concentrates and Finished Preparations
ESSENTIAL OILS — SOAP
16 East 34th Street, New York, N. Y.

STILLWELL AND GLADDING, Inc.
Analytical and Consulting Chemists
Members Association of
Consulting Chemists and Chemical Engineers
130 Cedar Street — New York City

LLOYD A. HALL
Analytical and Consulting Chemist
Specializing in the analysis, development, investigation, and improvement of
Soaps, Disinfectants, Cosmetics, Drugs, Polishes and Sanitary Specialties.
RESEARCH—CONSULTATION
1415 W. 37th STREET — CHICAGO, ILL.

KILLING
strength of Insecticides
by PEET GRADY METHOD
(Official I. & D. code method) and
PYRETHRINS in PYRETHRUM FLOWERS
(by Gnadinger's Method)
We raised and killed more than 1 million flies in the last 2 years
ILLINOIS CHEMICAL LABORATORIES, INC.
1040 N. HALSTEAD STREET — CHICAGO, ILL.

COST SYSTEMS
Designed and installed for Soap Manufacturers and allied industries. Service in—Cost Analysis—Federal Taxation—Audits and Financial Statements.
TWENTY-FIVE YEARS' EXPERIENCE
LOUIS J. MUEHLE & COMPANY
CERTIFIED PUBLIC ACCOUNTANTS
DES MOINES — IOWA

Skinner & Sherman, Inc.
246 Stuart Street, Boston, Mass.
Bacteriologists and Chemists
Disinfectants tested for germicidal value or phenol coefficient by any of the recognized methods.
Research—Analyses—Tests

Entomological Testing Laboratories, Inc.
We offer you a medium for purchasing insecticides on an intelligent basis.
Entomological testing by the Peet-Grady method, and chemical examination of insecticides are available.
114 E. 32nd St. — New York, N. Y.

Patents and Trademarks
Patent your inventions. Register your trade-marks. Protect your most valuable assets. Expert Service. Write for full information. Lester L. Sargent, Registered Patent Attorney, 1115 K St., Washington, D. C.

Are your sales costs too high? Distribute them over several products. We show you how.

Foster D. Snell, Inc.
Chemists-:-Engineers
305 Washington St.,
Brooklyn, N. Y.

RAW MATERIAL AND EQUIPMENT GUIDE

(*Continued from page* 130)

NOTE: This is a classified list of the companies which advertise regularly in SOAP. It will aid you in locating advertisements of raw materials, bulk and private brand products, equipment, packaging materials, etc., in which you are particularly interested. Refer to the Index to Advertisements, on page 134, for page numbers. *"Say you saw it in SOAP."*

MACHINERY

Blanchard Machine Co. (Soap Powder)
Anthony J. Fries (Soap Dies)
Houchin Machinery Co. (Soap Machinery)
Huber Machine Co. (Soap Machinery)
R. A. Jones & Co. (Automatic Soap Presses and Cartoning Machinery)
Proctor & Schwartz (Dryers)
C. G. Sargent's Sons Corp. (Dryers)
Stokes & Smith Co. (Packing Machinery)

MACHINERY, USED

Consolidated Products Co.
Newman Tallow & Soap Machinery Co.
Stein-Brill Co.

METAL CAPS

Anchor Cap & Closure Corp.
Ferdinand Gutmann & Co.

MISCELLANEOUS

American Standard Mfg. Co., (Mops, Brushes, etc.)
Dobbins Mfg. Co. (Pails, Mop Wringers, etc.)
General Naval Stores Co. (Pine Oil-Rosin)
Hercules Powder Co. (Pine Oil and Rosin)
Industrial Chemical Sales Co. (Decol. carbon, Chalk)
Pylam Products Co. (Lathering Agent)
Rohm & Haas Co. (Insecticide Base)

OILS AND FATS

Industrial Chemical Sales Co.
Leghorn Trading Co.
Newman Tallow & Soap Machinery Co.
Theobald Annual By-Products Refinery
Welch, Holme & Clark Co.

PARADICHLORBENZENE

Dow Chemical Co.
E. I. du Pont de Nemours & Co.
Hooker Electrochemical Co.
Merck & Co.
Monsanto Chemical Co.
Niagara Alkali Co.
Solvay Sales Corp.
Jos. Turner & Co.

PERFUMING COMPOUNDS

Budd Aromatic Chemical Co.
Compagnie Parento
Dodge & Olcott Co.
P. R. Dreyer, Inc.
A. C. Drury & Co.
Felton Chemical Corp.
Fritzsche Brothers, Inc.
Givaudan-Delawanna, Inc.
Magnus, Mabee & Reynard, Inc.
Ungerer & Co.
Van Ameringen-Haebler, Inc.
Albert Verley, Inc.

PETROLEUM PRODUCTS

Anderson-Pritchard Oil Corp.
Atlantic Refining Co.
Sherwood Petroleum Co.
L. Sonneborn Sons.

PYRETHRUM AND DERRIS PRODUCTS

Insect Flowers and Powder, Pyrenthrum Extract, Derris Products

An-Fo Mfg. Co. (Extract)
W. Benkert & Co.
McCormick & Co.
McLaughlin, Gormley, King Co.
S. B. Penick & Co.
John Powell & Co.
Sherwood Petroleum Co.

SOAP COLORS

A. C. Drury & Co.
Fezandie & Sperrle
Interstate Color Co.
Pylam Products Co.

SOAP DISPENSERS

Clifton Chemical Co.
Eagle Soap Corp.
Fuld Bros.
Palmer Products

SODIUM SILICATE

American Cyanamid & Chemicals Corp.
General Chemical Co.
Grasselli Chemical Co.
Mechling Bros. Chemical Co.
Philadelphia Quartz Co.
Standard Silicate Co.

SPRAYERS

Breuer Electric Mfg. Co.
Dobbins Mfg. Co.
Hudson Mfg. Co.
Lowell Sprayer Co.

TRI SODIUM PHOSPHATE

American Cyanamid & Chemicals Corp.
Bowker Chemical Co.
General Chemical Co.
Grasselli Chemical Co.
Swann Chemical Co.
Victor Chemical Works
Warner Chemical Co.

NEW SOAP IDEAS · INFORMATION

SOAP TRADE REVIEW

NOW more than ever, it is necessary to keep in touch with trade developments in all parts of the world. THE SOAP TRADE REVIEW is the only monthly dealing exclusively with the Soap, Perfumery and Cosmetic Industries in Great Britain. It contains authoritative articles and the latest news and information of interest to those engaged in these industries.

Specimen copy posted free.
Subscription rate 12/6 per annum.

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LONDON, E. C. 4

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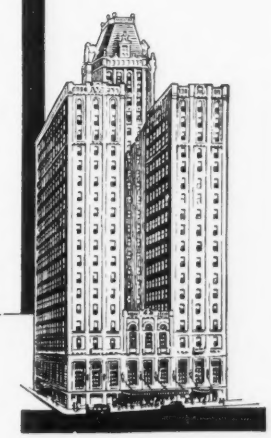
- 2000 capacity convention hall equipped with fine amplifying system...
- 10 parlors with a capacity of 20 to 150 people each for private dinners or meetings.
- Dining room and coffee shop facilities to serve 5000 people daily.....
- Largest and most modern hotel in Baltimore. Radio in every room.....
- Richest historical points of American history within a 200 mile range .....
- 700 rooms with bath and radio ~ $3. up...



WALTER L. JACKSON · *MNG. DIRECTOR*
BALTIMORE
MARYLAND

THE SNELL

ALKALI TESTER

for plant control of free alkali in soaps of all types

With this new alkali tester, you can easily control free alkali in liquid, solid or chip soaps. Procedure is very easy to follow and equipment is quite inexpensive. We will gladly supply complete information on request.

THE HULL CO.
305 Washington Street, Brooklyn

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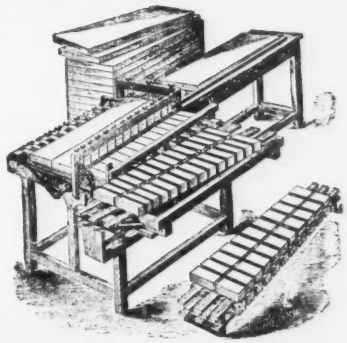
Every effort is made to keep this index free of errors, but no responsibility is assumed for any omission.

Soap Cutting Devices

Perhaps a little homely—but effective nevertheless. Six full sized soap frames per hour is quite an easy performance with these two devices, something like 10,000 cakes, laundry size.

A full line of soap machinery—hand or power—available. Forty years' experience making dependable soap machinery.

HUBER MACHINE CO.
259—46th STREET BROOKLYN, N. Y.



COLORS

FAST GREEN FOR SOAP

FAST TO SOAP BY ANY PROCESS

Boiled

Half Boiled

Cold

Transparent or

Liquid

Proved for thirty years

W 710 BLUISH GREEN

W 709 OLIVE GREEN

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International Merchants
Essential Oils—Waxes—Talc—Clay—Colors—Zinc Oxide, etc.
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(the double seal of cap and film)

Do you have any sealing problem in your packaging?

We are prepared to prove that the GUTMANN C. T. Cap and "FILMA-SEAL" either in the clear FILM or Type J, (TAMPER-PROOF SEAL) is not only *the* solution of your problems but the most hermetic seal in your experience.

Prevents Leakage and Evaporation
Is a GUARD against COUNTERFEITING
Cap may be printed with a warning to purchaser not to accept if inner seal is broken or tampered with.
Used on many Nationally known advertised products

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BROOKLYN, N. Y.
Established 1890
U. S. Patent & Pats. Pending—Trade Marks Reg.

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SILICATE OF SODA
ESTABLISHED 1869
MECHLING BROS. CHEMICAL COMPANY
PHILADELPHIA • CAMDEN, N.J. BOSTON, MASS.

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W. C. Platt

W. C. PLATT

President, Associated Business Papers

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What is it that leaders of the business and agricultural press, in common with publishers of magazines and newspapers, find so valuable in this self-regulatory force in the vast and complex field of advertising space? Basically, they realize the tribute of confidence—justified by results—which has come to advertising through the work of the Audit Bureau. Business *trusts* publication advertising. It knows what its dollar buys in circulation, thanks to the A. B. C.

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AUDIT BUREAU OF CIRCULATIONS

Executive Offices • • • Chicago

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Made in U. S. A.

Geraniol "S" —Our least expensive Geraniol type. This is offered particularly for soap manufacturers and its fine rosy character is unequalled at the price.

Geraniol Extra —A medium priced product, suggested for use in practically all toilet preparations. It has a fine odor value and an unusually good rosy character.

Geraniol Pure —An exceedingly high quality Geraniol, developed for use in perfume extracts and fine toilet preparations. Its price does not prohibit its use in fine quality toilet soaps.

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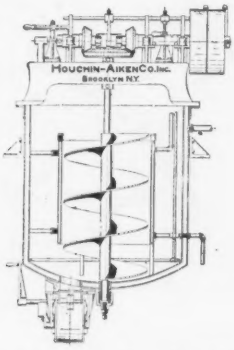
13-15 West 20th St.

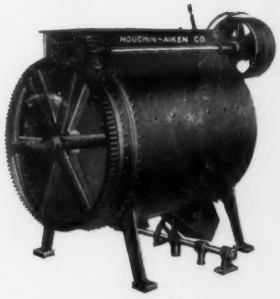
NEW YORK

NEW and *USED*
HOUCHIN SOAP MACHINERY

Perfection Crutcher
Sliding Gate Valve



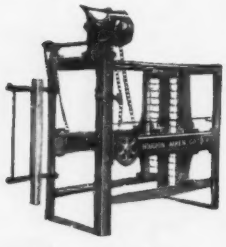
Perfection Crutcher Cross
Section View Plunger
Type Valve



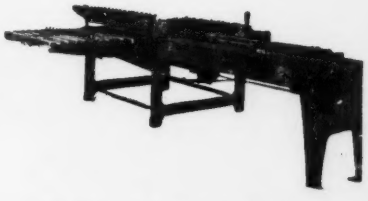
Horizontal Crutcher

Empire State
Press

Standard
Soap Frame



Automatic Power
Slabber



Automatic Power Cutting
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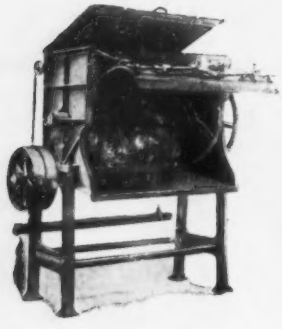
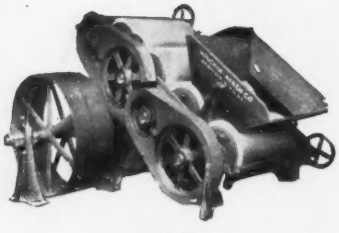
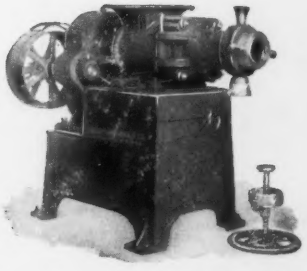


Ideal Amalgamator



4-Roll Mill
Mills built with 3 to 12 Chilled
Iron or Granite Rolls



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Plodders furnished with 2½″
to 12″ screws

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